

Press Release: Change in the Business Unit Management

Date: January 2nd, 2023 City: Salzkotten, Germany Status: Immediate release

New Business Unit Management at Müller-Elektronik

As of January 1, 2023 Robert Fraune took over the Business Unit Management of the agricultural electronics company Müller-Elektronik, succeeding the previous Managing Director Christian Müller, who is leaving the company after almost 18 years.

As the son of company founder Heinrich Müller, Christian Müller has been associated with the company since childhood. He joined the company in 2005 and, initially as Export Manager, was decisively responsible for the expansion of business relations to Eastern Europe, the USA and South America. When his father Heinrich Müller retired from management after more than 30 years, he handed over his position to Christian Müller. During his time as Managing Director, Christian Müller made a significant mark on the company and drove its expansion into one of the leading system providers for customized ISOBUS solutions for agricultural machinery manufacturers. *“Robert Fraune will continue the success story of Müller-Elektronik. I am very pleased that a colleague with many years of experience is taking over the Business Unit Management. This shows that we offer interesting development potential in the company. I wish him all the best for his future tasks“*, says Christian Müller.

Robert Fraune learned his trade from scratch at Müller-Elektronik. He started his career in 1989 as the company's first apprentice. This was followed by positions in Customer Service up to and including head of the same, later he took over as Head of Product Management and became Division Manager for Sales, Service and Product Management. In the course of the takeover by the Trimble Group, his area of responsibility expanded again and Robert Fraune was responsible for the Worldwide Sales of Müller-Elektronik and Trimble products to OEM customers and headed Product Management at the locations in Germany and France.

Müller-Elektronik currently employs 470 people at its sites in Salzkotten in North Rhine-Westphalia and Neustadt in Saxony.

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Caption

Robert Fraune (left), new Business Unit Manager of Müller-Elektronik GmbH and Christian Müller (right), outgoing Managing Director (2009 to 2022)

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About the company

Founded in 1977 with its headquarters in Salzkotten, Müller-Elektronik GmbH is a pioneer and market leader in the development, production and distribution of electronic solutions for agricultural machinery. Since more than 40 years, the company has been offering future-oriented overall concepts for the development and marketing of ISOBUS hardware and software solutions for agricultural machinery manufacturers and the aftermarket. Since 2017, Müller-Elektronik belongs to the Trimble Group, a global leader for GPS technologies.

More information at: <https://www.mueller-elektronik.de/>

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