

## Lizette Ruiz Guevara appointed KraussMaffei's new Head of Corporate Communications and Marketing

**(Munich, July 13, 2022) Lizette Ruiz Guevara has been made responsible for global corporate communications and marketing at KraussMaffei starting July 1, 2022. She reports to KraussMaffei Group CEO Dr. Michael Ruf.**

"We are very pleased that we were able to win Ms. Ruiz Guevara for this position. With her many years of experience and profound knowledge of the industry, she will decisively advance KraussMaffei's positioning both internally and externally," says KraussMaffei CEO Dr. Michael Ruf.

Ruiz Guevara assesses her appointment as Head of Global Corporate Communications and Marketing as follows: "I feel very honored to be responsible for global communications and marketing activities at one of the best-known traditional German companies in the mechanical engineering sector. I am looking forward to actively shaping the new KraussMaffei."

### **Lizette Ruiz Guevara: career to date**

Ruiz Guevara has many years of communications and marketing experience, as well as extensive sales and service expertise. She comes to KraussMaffei from Continental AG, ContiTech AG Division, where she most recently headed the EMEA Service Region, Conveying Solutions Business Area. Prior to that, she held various management positions at Roche Pharma AG and Daimler AG in the areas of Events, Brands, Sales and Central Business Units Communications.

She succeeds Marion Sommerwerck, who left KraussMaffei of her own volition in February 2022.

**KraussMaffei Technologies GmbH**  
**Corporate Communications**  
Krauss Maffei Street 2  
80997 Munich/Germany

Phone +49 (0) 89 8899 1080  
Press@kraussmaffei.com  
www.kraussmaffei.com

Photo: Lizette Ruiz Guevara – KraussMaffei's new Head of Corporate Communications and Marketing

LinkedIn profile Lizette Ruiz Guevara:

<https://www.linkedin.com/in/lizetteruizguevara/>

Uli Pecher

Head of Corporate Communications

Phone: +49 (0) 89 8899 1080

Email: [Uli.Pecher@kraussmaffei.com](mailto:Uli.Pecher@kraussmaffei.com)

## **KraussMaffei – Pioneering Plastics**

KraussMaffei is one of the world's leading manufacturers of machines and systems for the production and processing of plastics and rubber. Our brand stands for cutting-edge technology - for more than 180 years. Our range of products and services covers all technologies in injection molding, extrusion and reaction process machinery. This gives KraussMaffei a unique selling point in the industry. With a high level of innovative strength, we ensure sustainable added value for our customers across their entire value chain with standardized and individual product, process, digital and service solutions. With our range of services, we serve customers from the automotive, packaging, medical and construction industries, as well as manufacturers of electrical and electronic products and household appliances, among others. KraussMaffei employs around 4,700 people worldwide. With more than 30 subsidiaries and over 10 production sites as well as around 570 trade and service partners, KraussMaffei has an international presence close to its customers. KraussMaffei's headquarters have been located in Munich since the company was founded in 1838.

Since April 2016, KraussMaffei has been majority-owned by China National Chemical Corp. Ltd. ("ChemChina"), one of the largest chemical companies in China. At the end of 2018, ChemChina listed the KraussMaffei Group as KraussMaffei Company Ltd. in Shanghai. The listing opened up access to the Chinese capital market and investors there.

<https://www.kraussmaffei.com/en/home>

Further information: [www.kraussmaffei.com](http://www.kraussmaffei.com)

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[www.kraussmaffei.com](http://www.kraussmaffei.com)