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Rodenstock expands its Executive Management Team with the appointment of experienced med-tech expert Catherine Stahl as Executive Vice President Marketing & Strategy

The Rodenstock Group, a global leader in eye health innovation and manufacturer of biometric, ophthalmic lenses, announced that Catherine Stahl has joined the Rodenstock management team as Executive Vice President Marketing & Strategy.

Munich, June 20th, 2024 –The Rodenstock Group, a global leader in eye health innovation and manufacturer of biometric, ophthalmic lenses, announced that Catherine Stahl has joined the Rodenstock management team as Executive Vice President Marketing &Strategy. Alongside CEO Marcus Desimoni, CFO Dr Mani Herold, COO Roland Dimbath and EVP Dr Dietmar Uttenweiler, she completes the Executive Management Team of the Rodenstock Group.

Catherine Stahl has many years of industry and marketing experience in the med-tech sector. In addition, Mrs Stahl brings a sound knowledge of integration and transformation projects to Rodenstock. From June, she will be responsible for global marketing, product management, business development, and strategy for the Rodenstock Group.

Marcus Desimoni, CEO of the Rodenstock Group, says: "In Catherine Stahl, we were able to win a proven industry expert. By bundling our activities along the marketing areas while integrating strategy and business development, we will once again strengthen our focus on our B2B and B2B2C target group and further expand our B.I.G. Vision™ strategy."

Catherine Stahl, Executive Vice President Marketing &Strategy, adds: "I am delighted to become part of this company with its unique USP of biometric ophthalmic lenses. It is an exciting task to continue to drive the global innovation roadmap and shape the future of the Rodenstock Group together."

About Rodenstock:
Rodenstock Group is a worldwide leading manufacturer of high-quality ophthalmic lenses. With the philosophy "B.I.G. VISION™ FOR ALL", the lens manufacturer stands for a paradigm shift in the growth market of individual progressive lenses. The group, which was founded in 1877 with its headquarters in Munich, Germany, employs around 5,000 people worldwide and is represented with sales offices and distribution partners in more than 85 countries around the world. Rodenstock maintains 6 central production hubs to secure global supply. For more information, visit www.rodenstock.com/press.

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