



# Sandra Banholzer to become new CEO of RAUSCH AG KREUZLINGEN.

**Kreuzlingen, 15 February 2021**

**Sandra Banholzer will take up leadership of the Swiss cosmetics company RAUSCH AG KREUZLINGEN effective 1 July 2021. The 44-year-old brings many years of experience in international management and retail. She is currently in a leadership function with M-Industry.**

Sandra Banholzer is to be the new CEO of RAUSCH AG KREUZLINGEN, effective 1 July 2021. She will replace Lucas Baumann, who resigned as CEO in October 2020. Rolf G. Schmid, currently acting CEO, will be responsible for the induction of the new CEO and will then return to his work as a Delegate of the Board of Directors.

Following a Bachelor's in Business Administration, Sandra Banholzer began her career as Sales Manager Latin America for Luzi AG. In 2007, she became Key Account Manager for Migros operation Chocolat Frey AG in the International Sales division. As Trade Manager for M-Industry, she lived in North America for two years, where she was responsible for setting up export platforms in the US and Canada. This was followed by a range of positions in international sales at the Migros Group (Chocolat Frey AG, Mibelle Group, Midor Ltd.). Sandra Banholzer currently heads the international division of M-Industry, where she is responsible for the international brands and private label business.

In appointing Sandra Banholzer, the Board of Directors is handing over operational leadership to someone outside the owner family for the first time. Thus, RAUSCH is setting an example for the future orientation of the family operation and strengthening the ongoing modernisation of the brand. With Sandra Banholzer as CEO, the company intends to further build on its position as a global player in the field of natural cosmetics and also develop strategically important areas in international sales, specialist retail and e-commerce.

Chairman of the Board of Directors Peter Muri extends his thanks to Rolf G. Schmid, who was largely responsible for finding a new CEO. The Board of Directors looks forward to working with Sandra Banholzer: 'Of the many highly qualified candidates, Ms Bahnholzer proved the most convincing, with her management experience, her entrepreneurial thinking, her strength in sales and her personal values. We are confident that she will be able to implement our ambitious future goals consistently.'

Do you have any questions? The RAUSCH media team looks forward to hearing from you.

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#### RAUSCH AG KREUZLINGEN

Healthy skin and beautifully nourished hair have been at the heart of our Swiss family business, based in Kreuzlingen, since 1890. Behind the natural ingredients in our carefully produced RAUSCH products, there are real people. People who perfect the secret power of herbs to release their maximum potency gently and effectively for our customers to feel healthy and beautiful. Like our corporate culture, the way we approach the environment is based on trust, respect and appreciation.