New responsibilities for Gerd Hoppe at Beckhoff headquarters

Gerd Hoppe, who has been working for Beckhoff since 1994, has taken on new responsibilities within the area of corporate management with effect from Aug. 1,2003. After around 5 successful years as general manager of Beckhoff USA, Gerd Hoppe has returned to the Beckhoff head office in Germany. He had built up the North American branch since early 1999 from a one-man start-up to a company with a staff of 24 and 8 branches in North America. After a short start-up phase involving distributors, Beckhoff responded to increased demand from North American customers for complete automation solutions including support, training and engineering. Since then, customers in North America, like European customers, have benefited from direct contact with Beckhoff including quick, straightforward and competent information, advice and engineering solutions for system design and application of the Beckhoff technology. Local sales offices enable direct contact to the customer – application engineers are now available at three locations, in addition to the support group with 5 engineers and technicians. With sales of approximately 8.5 million USD in 2003, the company has plans for rapid expansion and growth in further local US markets and sectors. Hoppe succeeded in consolidating and expanding the company with Beckhoff-typical technology-orientation and direct links to customers and to the head office in Germany.

Within the area of corporate management, Hoppe will take on general company development responsibilities, including external representing of the company – particularly with key customers, contract and patent issues, and continued support of Beckhoff USA and key accounts on the North American market. Hoppe is optimistic about his aims: "Over many years, Beckhoff has offered its customers direct benefits through the application of innovative, open control technology, and has time and again proved its leading role in this area. The increasingly global orientation of the automation industry and the associated desire to use open, globally accepted technologies open up opportunities for further continuous growth for Beckhoff. As a technological leader, we have to utilize and push this development in all markets."