

Lars Ludwig



## Truma Reloaded

New management structure since January 2021: the family company from Putzbrunn founded the Truma Group GmbH & Co. KG. We had the opportunity to speak to Markus Heringer and Lars Ludwig, the two new Managing Directors who explain the new situation with Truma and their specific involvement

Words Peter Hirtschulz

**T**ruma is setting its course for the future: the family company from Putzbrunn, near Munich is reorganizing itself and on January 1, 2021 founded the Truma Group GmbH & Co. KG. The new company controls the various companies in the group: "Truma Gerätetechnik", including foreign subsidiaries, as well as "Alde" and the newly established "Innovation Lab nexT". "This restructuring enables us to coordinate our companies better, to use synergies and position ourselves in the best possible way for the future with regard to innovations and internationalization," explains Alexander Wottrich, grandson of the company founder Philipp Kreis.

The previous management duo – Alexander Wottrich and Robert Strauss – will switch to the management of the new Truma Group. "As CEOs of the group, we will focus on the

*strategic alignment of our companies and businesses on a global level,"* explains Robert Strauss. Alexander Wottrich adds: "I am delighted that my mother, Renate Schimmer-Wottrich, will continue to contribute her experience and expertise as chairwoman of the Truma Group."

### New Truma management

New management jobs for Markus Heringer and Lars Ludwig: Markus Heringer succeeds Robert Strauss as commercial director at Truma. The 40-year-old has been with the company for 15 years and, as Chief Information Officer, has driven digital transformation. Lars Ludwig, 45, will take over the technical management. As Chief Operations Officer, he was responsible for the supply chain at Truma for more than seven years. Efficiently and professionally, he set up the production and

logistics area in line with lean management. "Both know the company perfectly and with their wealth of experience they have very good prerequisites for managing the company," said Wottrich. "For us, it is a great appreciation and, at the same time, an exciting challenge to help shape the future of Truma even more actively," emphasizes Lars Ludwig. "We look forward focusing on the needs of our customers and further strengthening our customer orientation," added Markus Heringer.

### Double interview with Markus and Lars

Aboutcamp had the opportunity to speak to Markus and Lars, the two new Managing Directors of Truma, who are responsible for the management of Truma Gerätetechnik including the subsidiaries abroad (in UK, Italy, USA, China).



Markus  
Heringer



**Aboutcamp BtoB: Markus, you have been with Truma for about 15 years. What do you appreciate most about the company?**

*Markus Heringer:* What makes Truma stand out the most are our more than 800 employees worldwide and our appreciative corporate culture. We call ourselves "Trumaner" and feel like one big family. At Truma we care about the people, they make us successful and thrive. This applies also to our customers: we care about their needs and appreciate the long-standing partnerships and our close cooperation with them.

**Aboutcamp BtoB: Lars, you have been with Truma for about 7 years. What do you appreciate most about the company?**

*Lars Ludwig:* I appreciate that we are a family company with an owner who actively shapes our future as CEO of the Group. Moreover, we are a medium-sized company and have a clear focus on the caravanning industry. These three factors enable us to fully concentrate on our customers. We offer them products, solutions and services which help them move forward and create benefit for the campers.

**Aboutcamp BtoB: Markus, a new position and new responsibilities: what is the big difference compared with your**

**previous position?**

*Markus Heringer:* In my former position as CIO I was dealing a lot with internal topics to drive digital transformation. We have, for instance, implemented a new CRM which enables us to become faster and more efficient in many areas like sales, marketing and service. The big difference for me is to adapt a more holistic approach now, to develop the whole organization further and to foster customer centricity: how can we create added value for our B2B and B2C customers? How do we solve their pain points and make their lives easier? I really look forward to this challenge!

**Aboutcamp BtoB: Lars, you also have a new position and new responsibilities. What is the big difference compared with your former role?**

*Lars Ludwig:* Besides the supply chain, I'm now also in charge of R&D, the heart of our innovations. Our big challenge is to develop new products and solutions faster and more efficiently and thus reduce our time-to-market. My objective is to take the collaboration between product management, business development, R&D and our innovation lab to the next level without compromising on the approved Truma quality. I'm eager to getting more involved in these issues!





dealers and campers happy.

**Aboutcamp BtoB: Lars, and you, where do you see the advantages with your new job?**

*Lars Ludwig:* Apart from Europe, the North American market is becoming more and more important for us. Our aim is to grow globally together with our B2B partners. I have worked in the US for several years and have a very international mind-set. I want to accompany and support the growth of our subsidiaries abroad.

**Aboutcamp BtoB: Markus, final question, beside the company life, what is your family status, what are your hobbies and which kind of dreams do you like to realize?**

*Markus Heringer:* I have a wonderful wife and two children. A dog, a little Dachs-hund, will complement our family, soon. We look forward to resuming travelling as soon as the pandemic is over and dream of a motorhome road trip through North America.

**Aboutcamp BtoB: Lars, and what is your family status, your hobbies and which kind of dreams would you like to realize?**

*Lars Ludwig:* Me, my wife and my daughter are all outdoor enthusiasts. At the moment, we are building up a small fish farm together with friends. We love the idea of contributing to regional, sustainable food. I am currently purchasing a caravan and look forward to enjoying the Truma products amidst the nature and calm of our farm. An intact environment is a prerequisite for camping and I am happy that sustainability is part of our company DNA.

**Aboutcamp BtoB: Markus, in your former position you were responsible, for the so called "digital transformation". What does this mean and will this be a part of your new position?**

*Markus Heringer:* Digital transformation never stops! Due to Covid-19 it will become even more important for companies to establish the tools, processes and mindset for digital ways of working and virtual collaboration. What is more, smart RV solutions are on the forefront in our industry. The trend to control your vehicle centrally and intuitively will increase significantly in the future. That's why we are working intensively to further advance connectivity in motorhomes and caravans.

**Aboutcamp BtoB: Lars, until now you were responsible, for the "lean-management" and the "supply chain" at Truma. What does this involve and will this be a part of your new position?**

*Lars Ludwig:* Lean management is a production philosophy which is continuously improving efficiency and savings in the

whole supply chain. We also seek to reasonably automate production processes. Engineering in the sense of design to manufacturing and design to cost plays an important role in this. Continuing along this path is one of our key challenges.

**Aboutcamp BtoB: Markus, where do you see the advantages for the company (Truma Gerätetechnik) with your new job and the synergies within the Truma Group?**

*Markus Heringer:* Thanks to our new structure, we are able to coordinate our companies more effectively, use synergies and offer added value for our customers with regard to innovation and internationalization. Although we have been in the industry for more than 70 years and know our customers quite well, digitization enables us to gain valuable insights about their needs and wishes much more quickly and easily. If we – together with our customers – translate these needs into innovative, affordable products and solutions, we are well on the way to make our OEMs,

**The Truma Group organization chart**

