

## PRESS RELEASE

### Zeynep Temiz takes over marketing at Vogelsang

- **Sharpening the Vogelsang brand internationally**
- **Focusing on digitalization of marketing processes**

**Essen (Oldenburg), July 12, 2021** – Zeynep Temiz (48) has been marketing director at [Vogelsang GmbH & Co. KG](#) since 1 July 2021. She succeeds Martina Ekert, who is leaving the company after five years. With Temiz, Vogelsang is gaining an internationally oriented and experienced marketing professional with expertise in introducing and optimizing digital marketing processes. Zeynep Temiz is starting her new role at Vogelsang with a clear vision: “I’m looking forward to presenting the Vogelsang brand in an inspiring way and to designing as well as structuring the marketing function with a modern and harmonious combination of traditional and digital media.”

#### Modern marketing concepts

Temiz is pursuing the goal of further expanding digitization of marketing and sales on an international level, not only in terms of digitized processes, but also to ensure even more individual customer care. “In recent years, we have made our marketing activities more digital and sharpened the Vogelsang brand internationally. We would like to continue on this path and see Zeynep Temiz as the ideal choice to do so,” says Harald Vogelsang, Vogelsang's managing director.

Early on in her professional career, Temiz, a trained business economist, started focusing on international marketing and incorporated this knowledge into her work. She has held management positions in marketing and communication at various well-known mechanical engineering companies, including elumatec AG and Heidelberger Druckmaschinen GmbH (Heidelberg). Most recently, as Head of Marketing and Product Management at Reiss Bueromoebel Ltd, she was responsible for cross-media communication and marketing campaigns as well as implementing digital marketing concepts.

For more information, visit: [vogelsang.info](https://vogelsang.info)

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**About Vogelsang:**

Vogelsang GmbH & Co. KG develops, produces and distributes highly-engineered equipment that is easy to maintain. The head office is located in Essen (Oldenburg) in Lower Saxony. Founded in 1929 as a manufacturer of agricultural machinery, the company has grown to become a specialist in individually configurable machines for the agricultural technology, biogas, industrial, transportation, and waste water sectors. At present, the mid-sized, innovative family business employs over 1000 people worldwide. Vogelsang ensures the highest production quality through its research, development and manufacturing operations at its location in Germany. As an international company, Vogelsang operates manufacturing centers domestically and abroad. A continuously growing network of subsidiaries and representatives allows Vogelsang to be present in more than 25 locations worldwide, in all European countries and important industrialized nations in the world. The company has been awarded several times the title of “Germany’s innovation leader” by the Prognos AG economic research institute. Further information can be found online at: [vogelsang.info](http://vogelsang.info)

**Images:**

**Image 1:** Zeynep Temiz is the new Marketing Director at Vogelsang.



**Image 2:** Vogelsang's managing directors (from left to right): Hugo Vogelsang, David Guidez, Harald Vogelsang.

**Image source for all images: Vogelsang GmbH & Co. KG**