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**Presse Information.**

Press Release.

Linde Material Handling strengthens strategic brand alignment

**Ulrike Just assumes brand responsibility for Linde Material Handling**

**Aschaffenburg, October 23, 2023 –** Intralogistics specialist Linde Material Handling (MH) is realigning its brand management and sales and service business responsibility. In this context, the company has appointed Ulrike Just (43) as Executive Vice President Sales & Service Linde MH EMEA with effect from October 4, 2023. The experienced manager brings with her many years of expertise in strategic business development as well as operational sales and service management. Most recently, Ulrike Just was responsible for the sales and service business of KION Industrial Trucks & Services (ITS) in the UK and Ireland. Prior to that, she was Head of Business Development at Linde MH, where she played a key role in developing the company’s corporate strategy.  
As Executive Vice President Sales & Service, she takes responsibility for aligning Linde Material Handling even more closely with future customer needs, adapting it to changing market requirements and leading the execution across the EMEA region.

“Like no other in the material handling industry, the Linde brand stands for the highest levels of performance, customer focus and reliability. Our employees are passionate about meeting customer demands and enhancing the efficiency and effectiveness of their in-house material flow,” says Ulrike Just, the new top executive overseeing offering portfolio, marketing, sales, and service for the Linde brand. “I want to ensure that we continue to live up to these values – through our products, software solutions and services, but also in the close collaboration with our customers.” The portfolio of customized solutions will also be substantially expanded to cater even better to the specific individual requirements of a wide range of sectors.

Ulrike Just earned an MBA in business administration from Harvard Business School. Before joining Linde MH in Aschaffenburg in 2017, she had already built a successful international career, holding various management positions at investment company Bain Capital, Linde AG, and the Boston Consulting Group, where she and her teams planned and successfully implemented projects in the UK, the USA, Russia, and South Africa.

**Linde Material Handling GmbH**

Linde Material Handling GmbH, a KION Group company, is a globally operating manufacturer of forklift trucks and warehouse trucks, and a solutions and service provider for intralogistics. With a sales and service network that spans more than 100 countries, the company is represented in all major regions around the world.

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**Images and captions:**

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**Ulrike Just, Executive Vice President Sales & Service Linde MH EMEA.**

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