

Topwerk Group Enhances Customer Focus in Asia

Steffen Fauth appointed as new Chief Representative Officer of Topwerk Asia

The Topwerk Group, a leader in the concrete and building material machinery business, announces the appointment of Steffen Fauth as the new Chief Representative Officer of Topwerk Asia, effective 1 December 2023.



*Steffen Fauth,
the new Chief
Representative
Officer of Topwerk
Asia*

Steffen Fauth's experience in the Southeast Asian market positions him perfectly for this role, reflecting the Group's commitment to enhancing its market presence and customer service in this key region. With his engineering background, Steffen Fauth has spent over a decade deeply immersed in the Southeast Asian markets. His tenure includes significant roles in sales development and leadership, particularly in the water utility sector, culminating in his recent position as a Sales Head in Vietnam since 2021.

In his new role, Steffen Fauth is tasked with driving sales growth and fortifying Topwerk Asia's customer-centric approach. His philosophy, "The art of good business is being a good middleman," signifies his commitment to balancing business development with maintaining strong customer relationships.

Robert Gruss, CEO of the Topwerk Group, expresses his confidence in Steffen Fauth's appointment: "With Steffen Fauth's extensive regional experience and nuanced understanding of market dynamics, he is the ideal leader for our operations

in Southeast Asia. We anticipate significant growth and enhanced customer engagement under his guidance."

Steffen Fauth's leadership is set to usher Topwerk Asia into a new growth and customer-focused success phase, reinforcing the Group's commitment to excellence in the Asian market.

He emphasizes collaboration with Topwerk's various departments to boost the company's performance in line with his new role. "I want to work with all the Topwerk powerhouses on driving our business. This includes the existing sales force, the product specialists, service, and operations. I am a Sales Guy by heart and soul," he shares. His primary goal is achieving and continuously growing the business each year, aiming to make a substantial positive impact on both the company and its customers.

The Topwerk Group's strategic move to appoint Steffen Fauth as the Chief Representative Officer of Topwerk Asia is a new chapter of enhanced customer engagement and market-driven success in the region. ■



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