

HABA FAMILYGROUP with a new market focus

HABA 2030 - From Bad Rodach to the world

Bad Rodach, July 26, 2023 - As part of its realignment, the HABA FAMILYGROUP, which encompasses the product brands HABA, HABA Pro, and JAKO-O, is restructuring its international business divisions. The goal is to adapt the product portfolio specifically to the respective market requirements.

As announced last week, alongside Sabine Habermaass, the representative of the owning family, Stefanie Frieß and Dr. Mario Wilhelm have joined the executive board of the HABA FAMILYGROUP as two new managing directors. Furthermore, as part of the ongoing realignment, new responsibilities will be created to align the traditional Bavarian company from Bad Rodach with the consistently challenging market conditions worldwide. Starting from August 1, 2023, there will be a Market Development Team at the headquarters, focusing on the most important 18 countries.

"At present, the HABA FAMILYGROUP is present in approximately 60 countries worldwide with different partners and business models," explains Dr. Mario Wilhelm, managing director of the HABA FAMILYGROUP. "The top countries contribute to more than 90 percent of the global partner turnover. To work more efficiently, our realignment will concentrate on these markets with appropriate products."

From August 1, 2023, Samriddhi Sharma, previously Head of Market Development EMEA, will assume the position of Head of Global Market Development. Samriddhi Sharma has been with the HABA FAMILYGROUP in various leadership positions since 2015 and will report to Stefanie Frieß, who has been leading the Sales and Marketing department since July 2023. "I am delighted that we have been able to recruit such an experienced executive as

Samriddhi Sharma for this central position. The market situation will not be easy in the foreseeable future, which is why it is even more important for us to focus on our core markets with all initiatives and additionally exploit potentials. Therefore, we are currently reorganizing in many areas, including individual markets," says Stefanie Frieß. "Samriddhi Sharma is familiar with the company and the highly diverse market requirements."

Samriddhi Sharma (36) is a specialist in corporate strategy and market development with an MBA in International Management, which she obtained from the ESB Business School Reutlingen. For her new position, she brings not only high professional qualifications but also extensive experience in working with different cultures.

About the HABA FAMILYGROUP

For over 85 years, the HABA FAMILYGROUP has been supporting families and institutions with high-quality products in the core areas of family life, games, education, movement, clothing and furniture. Under this umbrella, it unites the well-known brands HABA, JAKO-O and HABA Pro. Since its foundation in 1938 by Eugen Habermaass, the HABA FAMILYGROUP, based in Bad Rodach, has been in family hands.

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