

PRESS RELEASE

Zeppelin Group appoints new head of the Zeppelin Digit Strategic Management Center

Arife Baltaci assumes new position as Chief Digital Information Officer (CDIO)

Garching bei München, May 11, 2022. Arife Baltaci takes over as head of the Zeppelin Digit Strategic Management Center. She has been CDIO of the Zeppelin Group since April 1, 2022. The 43-year-old can look back on many years of experience in IT at a leading international commercial vehicle manufacturer.

Arife Baltaci's main task in the Zeppelin Group is to modernize IT systems and standardize them across the Group, thereby significantly advancing the Group digitization strategy. Zeppelin Digit is the central team for strategic business unit-wide topics in the area of IT, digitization, and innovation in the Group.

Peter Gerstmann, Chairman of the Zeppelin Group Management Board, is delighted with the new addition: "As a project manager for a variety of IT projects and as a long-standing manager in various IT organizations, Ms. Baltaci has extensive skills and knowledge that will continue successfully driving Zeppelin Digit forward. I'm convinced that Ms. Baltaci will successfully bundle the different requirements, ideas, and performance profiles, thus contributing to the long-term business success." Gerstmann adds that it is also very useful that Arife Baltaci has completed her previous professional career in a corporate group and has in-depth knowledge of SAP. "I would like to welcome Ms. Baltaci on behalf of the entire Zeppelin workforce."

Arife Baltaci started her professional career as an SAP consultant. The business administration graduate has international management experience and an MBA in Leadership & Management. Since 2005, she has held various positions at MAN Truck & Bus SE, most recently as Vice President Restructuring & Transformation. Arife Baltaci succeeds Wolfgang Hahnenberg, who left the Zeppelin Group at the end of 2021.

The Zeppelin Digit Strategic Management Center is the digital competence center of the Zeppelin Group. Data architecture, business IT, and collaboration are the three key topics that are the focus of the company both currently and in the future. Arife Baltaci is excited and looking forward to her new task: "We build digital solutions for internal and external customers in cooperation with our strategic business units, thus creating the right framework conditions to suit customer requirements as well as the working environment of future employees."

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Photo: Arife Baltaci, © Zeppelin GmbH

About the Zeppelin Group

The Zeppelin Group offers solutions in the construction industry, drive and energy systems, engineering and plant engineering. The Group provides customers with expertise in a number of areas, from the distribution and service of construction, mining, forestry and agricultural machinery, through rental and project solutions for the construction sector and industry as a whole, to drive and energy systems as well as engineering and plant engineering, and enhances its offering with digital capabilities in all areas. Zeppelin is represented at more than 340 sites in 43 countries and regions worldwide. In the 2021 financial year, the Group workforce comprised almost 11,000 employees, which generated sales of EUR 3.7 billion. The Group organizes its activities into six strategic business units (Construction Equipment Central Europe, Construction Equipment Nordics, Construction Equipment Eurasia, Rental, Power Systems, and Plant Engineering) and the Zeppelin Digit Strategic Management Center. Zeppelin GmbH is the Group holding company. It is legally domiciled in Friedrichshafen and has its head office in Garching bei München. The Zeppelin Group is a foundation-owned company. Its roots can be traced back to the establishment of the Zeppelin Foundation by Graf Ferdinand von Zeppelin in 1908. For more information, visit zeppelin.com.

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