



## Andreas Maier

KRAL AG  
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Austria

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Date of birth 29.07.1967  
Nationality German

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### Short Profile:

#### Knowledge:

- Long-time experience in process automation, measurement- and control technology
- advanced know-how in industrial instrumentation, especially flow measurement
- Responsibility of operational and technical start-up for international business unit in Asia
- Sales responsibility for Asia and key customers in Europe
- Specific experience and knowledge in marine business in fuel measurement / treatment and emission control.

### Professional Experience

since 09/2015 **KRAL AG**, Lustenau (Austria)  
Division: Flow measurement  
Sales Manager / Key Account

- Sales responsibility for selected countries in Asia and Europe, B2B and B2C.
- Managing of key customers (Boiler, burner as well booster module manufacturer).
- Marketing activities.

- Product and business development

03/2007 – 05/2014

**Aquametro AG**, Therwil (Switzerland)

Department: Marketing and Sales

Head of marine business

- Responsible for entire operational leading of business unit “marine”.
- Technical and commercial Support of branch offices in South-Korea and Singapore as well agents in Asia.
- Responsible for sales in assigned countries in Asia and key-customers in Europe.
- Product development

11/1999 – 12/2006

**Buss Chemtech AG**, Pratteln (Switzerland)

Department: Process Automation

Project Manager, Process Automation

## Education Career

04/2013 – 10/2014

**University HSG**, St. Gallen (Switzerland)

Executive Diploma in Small and medium sized company Management

Diploma thesis: Change from product supplier to solution provider.

08/1993 – 07/1994

**Fachschule für Elektrotechnik (Walter Rathenau Gewerbeschule)**, Freiburg (Germany)

Certificate as Elektromeister.