

## Changes in Munksjö's Executive Management Team

APRIL 14, 2023

**Anders Falkeström**, currently VP of China and APAC, is appointed **Group deputy CEO**, responsible for China/APAC and Group administrative functions - Finance, IT, HR, and Communications – effective July 1, 2023. Anders will be located in Stockholm and report to our new CEO, Dr. Manfred Bracher, [who will take on the position on May 1.](#)

**Xiang Huang** will take the role of **General Manager Munksjö Xingtai**. He will join the company beginning of May. Xiang holds double diplomas, Bachelor's in Pulp & Paper Engineering, and MBA, and he has a long background in various leading supply chain and technical positions within UPM in China. In his new role, Xiang will lead the work within Munksjö to build a strong production platform and market foothold in China and adjacent export markets in the Asia Pacific. As General Manager of the joint venture, he will report to the Munksjö Xingtai Board of Directors and Munksjö deputy CEO, Anders Falkeström.

Anders comments: "During my time with Munksjö in China, I had the chance to work with many talented and ambitious colleagues. I hope to bring some of their spirit with me into my new role. Since I have known most of my colleagues in the Group administrative functions before, I will be full of inspiration to start my new job in July. With Xiang as my successor as General Manager for our joint venture, I am confident we will accelerate the development - especially the supply part - of our business in China. I am glad to get the chance to support Xiang in his new role while staying close to my other colleagues in China!"

"Munksjö China has undergone and will continue a tremendous change towards a bright future full of challenges and opportunities. I'm honored to join a great team who are making this happen, and looking forward to learning from and working with each and every one. I firmly believe that together, we will build a stronghold of Munksjö operation in China to support the company's long-term success both locally and globally", says Xiang Huang.

Also, **Florian Mayer** has been appointed **VP Sales & Marketing** as of July 1. He will succeed Dr. Matthias Krull, who has announced his retirement effective at the end of 2023, after successfully serving the company for 27 years. Florian will be based in Aalen and report to CEO Dr. Manfred Bracher. He currently works as Senior Director Sales & Marketing at Briggs & Stratton, and earlier, he worked in leading commercial roles at Stanley Black & Decker. As an executive management team member, Florian will continue to drive Munksjö's growth agenda, focusing on innovations for a sustainable everyday life.

"I am excited to join Munksjö in this interesting time of change and to be a part of this company with a clear mission, vision, and cultural values to live up to. I want to learn everything about our customers, value proposition, and market to help navigate through this very dynamic market and rapidly changing economic environment", says Florian.



Anders Falkeström



Xiang Huang



Florian Mayer



Tomas Wulkan, retiring CEO of Munksjö, comments: "Anders has been deeply involved in establishing Munksjö as a stand-alone company and building our future plans. With his deep knowledge of the company, our organization, and our development plan, he will be key to the further advancement of Munksjö as a leader in the decor paper industry. I want to thank Anders for his exceptional commitment to the company. During very challenging times, he enabled the execution of our China plans. Much work remains in Xingtai, but we have established Munksjö with a state-of-the-art asset in the world's largest decor paper market. With his technical background in a leading international paper company, Xiang is well qualified to continue the work that Anders has started."

"I also want to thank Matthias for his phenomenal contribution to the company over the past decades. He leaves Munksjö with an excellent reputation as the "grand old man" of our industry. His market know-how and customer-driven leadership have been instrumental to our business and success for a long time", says Tomas. "I wish Xiang and Florian most welcome to Munksjö and wish them and Anders the best of luck in their new assignments," he concludes.

### **Innovative decor paper solutions – Made by Munksjö**

Munksjö is a leading international manufacturer of decor paper solutions for the surface upgrading of wood-based panels. Our purpose is to contribute to making sustainable living spaces accessible to everyone. We offer and develop innovative, tailor-made decor paper solutions, which are further processed and finally used in product applications, ranging from furniture and laminate flooring to other interior and exterior surface materials. With 1200 employees, Munksjö operates at six production sites in five countries: Germany, Spain, France, Brazil, and China. Our annual net sales are about EUR 500 million.

### **For more information, please contact:**

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