Press Release - for immediate release

09 January 2025

Macnica ATD Europe appoints Wolfgang Bürkle as team lead of Business Development

Chatou/France, Ingolstadt/Germany, 09 January 2025. Macnica ATD Europe is pleased to announce the appointment of Wolfgang Bürkle as the new Team Lead of Business Development.

With over 25 years of experience in strategic business development, B2B engagement, and market innovation, Wolfgang Bürkle brings an exceptional track record to his new role. His expertise spans industries such as Smart City Solutions, ITS, and advanced technology systems, making him uniquely equipped to drive innovation and value for Macnica's customers. His career includes leadership roles at organizations like Ekin Europe GmbH, Swareflex GmbH, and RADARLUX Radar Systems, where he excelled in driving market expansion, forging strategic partnerships, and delivering tailored solutions to meet client needs. With a strong background in B2B engagement and a proven ability to align business objectives with customer demands, Wolfgang is well-equipped to lead Macnica ATD Europe's Business Development efforts.

As part of a strategic realignment, the Business Development division will now operate under the Marketing Division, led by Jörg Bussmann, Director of Marketing. This restructuring aims to integrate demand generation and strategic business growth, positioning Macnica ATD Europe for sustained success in a competitive market.

Macnica ATD Europe

2 - 6, rue Emile Pathé
Espace Lumière Batiment 2
78400 Chatou
FRANCE

Macnica ATD Europe

Nürnberger Strasse 34
85055 Ingolstadt
GERMANY

Press Contact

marketing.mae@macnica.com
Phone: + 33 1 30 15 69 70
www.linkedin.com/company/macnica-atd-europe-1/

Statements from Leadership

Björn Krasemann, Vice President of Macnica ATD Europe:

"Integrating Business Development under Marketing reflects our commitment to agility and innovation in how we approach the market. Wolfgang's leadership and extensive experience will help us deepen our customer relationships, develop new markets, and reinforce Macnica's position as a technology leader in Europe."

Wolfgang Bürkle, Team Lead of Business Development:

"I am honored to join Macnica ATD Europe and lead its Business Development efforts during this exciting time of transformation. My vision is to foster innovation, bridge gaps between marketing and sales, and ensure our customers receive solutions that not only meet but exceed their expectations."

Jörg Bussmann, Director of Marketing:

"This new alignment between Marketing and Business Development is a pivotal step for Macnica. Wolfgang brings both strategic foresight and hands-on expertise to the table, making him the perfect leader to drive this initiative. Together, we will not only create demand for the future but also convert opportunities into tangible results today."

About Macnica ATD Europe

Macnica is a trusted technology solutions partner, empowering the world's leading businesses to succeed in the future. Macnica's products, services, and innovations are crafted to future-proof organizations by continually pushing the boundaries of what is possible.

Bold collaboration with partners and customers drives their products and services to new levels of achievement. By accelerating digital transformation, Macnica helps ignite exponential growth in technology, delivering forward-looking value that influences businesses, economies, society, and the planet.

Together with global partners, Macnica leverages the latest advancements in semiconductors, secure

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marketing.mae@macnica.com
Phone: + 33 1 30 15 69 70
www.linkedin.com/company/
macnica-atd-europe-1/

networks, and artificial intelligence to address tomorrow's challenges.

Macnica ATD Europe, a subsidiary of Macnica Inc., operates across Europe, with offices in France (Chatou), Germany (Munich, Ingolstadt, Regensburg), and the UK (Milton Keynes), providing expertise and innovative solutions to this dynamic region.

www.macnica.com/eu

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