

## Efficiency in food and energy processes

Product management for HVAC under a new head

### **Gert Bakkeren returns to GEA**

**Herne, Germany, 2 July 2010** – Gert Bakkeren (40) has since May served as head of the entire product management of GEA's business unit HVAC Systems (earlier known as the GEA Air Treatment Division). In this position, he is responsible for all phases of the product life cycle of HVAC systems. His predecessor was Christian Herten (45), who now heads the Business Development unit.

From 1999 to 2003 Gert Bakkeren was already active for GEA as European Product Manager for decentral HVAC systems. Afterward, he occupied various posts – including positions in France and Italy for Carrier Corporation – and was for a period Chairman of the Eurovent Compliance Committee for Air Handling Units. Now Gert Bakkeren, a state-licensed engineer with MS degree, has returned to his earlier employer. The spectrum of assignments for his team extends from analysis of market requirements, target groups, and competitors; includes product planning, innovation, and differentiation; and extends to portfolio management. René van Rijsewijk, Head of GEA's business unit HVAC Systems, welcomed Bakkeren back with the words, "We are pleased to have won back Gert Bakkeren, a highly experienced HVAC expert, for further service at GEA. He will manage the product life cycle of our portfolio and will be responsible for optimizing this product portfolio."

Readers with questions should address their queries to:  
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Photo: GEA\_Gert\_Bakkeren.jpg



Gert Bakkeren, Head of Product Management,  
GEA Air Treatment Services GmbH.

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## GEA Heat Exchangers / GEA Air Treatment Services

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GEA Group Aktiengesellschaft is one of the largest system providers for food and energy processes, with about EUR 4.4 billion in 2009 revenue. As an internationally operating technology group, the company focuses on process technology and components for demanding production processes in various end markets. The group generates about 70 percent of its revenue from the long-term growing food and energy industries. The company's workforce comprised over 20,000 employees worldwide as of December 31, 2009. GEA Group is a market and technology leader in its business areas. The company is listed in the MDAX index (G1A, WKN 660200).