



Michael Schreiber becomes second Managing Director of LUMITOS

The internationally experienced marketing executive joins LUMITOS from Mettler-Toledo

Berlin, 5 April 2018 – As of 1 April, Michael Schreiber co-heads the Berlin-based company LUMITOS. The marketing expert with a natural science PhD joins Stefan Knecht as a second Managing Director of Europe's market-leading provider of B2B portals in the chemical, life science, lab equipment, pharmaceutical, analytics and food & beverage industries. Michael Schreiber is well-acquainted with the growing online marketing market and its opportunities for B2B companies. With his more than 30 years in sales and in strategic and operational marketing at globally operating manufacturers, he brings the perfect combination of knowledge and experience to the top management of LUMITOS.

Until recently, Michael Schreiber was Head of Marketing Central Europe at Mettler-Toledo GmbH. Together with Stefan Knecht, he will drive the expansion of LUMITOS into new industries, geographical regions and markets, where the shareholders of LUMITOS continue to see considerable growth potential. "Expanding their online marketing activities to access new target groups and digitizing their processes is where the potential lies for B2B companies to keep on growing steadily. However, many are still in the early stages. With its flexible team of specialists, LUMITOS is an ideal port of call for its customers and partners. We will continue to develop and enhance this base," says Schreiber as he looks forward to his new challenge.

A focus of the new LUMITOS management board will be sustainable corporate development based on innovative management tools. "I am delighted that Dr Michael Schreiber, with his wealth of marketing, corporate strategy and leadership expertise, will now strengthen the LUMITOS team. Together we will continue to expand LUMITOS's market leadership in B2B online marketing."

Successful in sales and marketing for over 30 years

After completing his scientific studies with a PhD from the Free University of Berlin, Michael Schreiber further qualified himself at business administration, later acquiring a degree in Direct Marketing. He

Press Contact:

Köhl et Feling
Science et Communications GbR

Dr. Nicole Feling
T: + 49 (0) 171/4914085
E: feling@koehletfeling.de

started his career in the industry as a product manager and subsequently became the Head of Marketing at Leica Mikroskopie und Systeme GmbH. At Mettler-Toledo GmbH, he was Head of Marketing Laboratory for the German speaking countries, E-Business Manager and Head of Marketing Region Central Europe, during which he was able to expand his considerable knowledge of the industry's complex marketing processes.



The new second Managing Director of LUMITOS:
Dr. Michael Schreiber

About LUMITOS®

LUMITOS provides guidance in the chemical, life science, lab equipment, pharma, analytics and food & beverage B2B markets to lead B2B companies and their staff to success. With its seven market-leading B2B portals www.chemie.de, www.chemeurope.com, www.quimica.es, www.bionity.com, www.analytica-world.com, www.q-more.com, www.yumda.de/www.yumda.com and their corresponding newsletters, LUMITOS ensures that five million users from all over the world stay up-to-date on the latest industry news and developments, giving them what they need to take the right professional decisions.

LUMITOS also leads B2B companies to success with online marketing. Thanks to its market-leading online outlets, LUMITOS constantly accumulates facts and figures on what B2B users look for, what interests and what inspires them. It leverages these unique insights, its industry knowledge and its online marketing know-how to create a unique world of expertise.

Headed by the Managing Directors Stefan Knecht and Dr Michael Schreiber, LUMITOS's staff of 23 in Berlin and Nuremberg (Germany) is committed to bringing success to science and industry, from medium-sized businesses to global corporations.

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