

MESSRING strengthens Executive Board with Christian Salm as Chief Commercial Officer

Munich, November 19th – MESSRING GmbH has announced that Christian Salm will join Florian Lenz, CEO, as part of the company’s executive management team in his role as Chief Commercial Officer (CCO). Salm has been a member of the five-person leadership team at MESSRING since July 2023, bringing extensive experience in strategy development, operations, and sales.

With over 15 years of professional experience, most recently as CEO and co-founder of a medical technology startup, Salm has specialized in developing, manufacturing, and marketing technical solutions. Holding a degree in Business Administration and an IESE Global Executive MBA with a focus on entrepreneurship and management ethics, he is well-prepared to meet the demands of a globally operating company.

“His appointment to the management team is a logical step given his contributions so far,” said Florian Lenz, CEO of MESSRING GmbH. “Christian has played a vital role in shaping the company, and I look forward to our continued collaboration.”

As CCO, Christian Salm carries overall responsibility for Sales & Operations, overseeing the Sales, Marketing & Communications, Manufacturing, Product Service, and Product Management departments.

“I am grateful for the trust placed in me and the recognition of my work,” said Christian Salm. “Together with our dedicated team, I am committed to strengthening customer relationships, delivering top-tier solutions, and exploring innovative ways to shape the future of vehicle safety.”

By appointing a second managing director, MESSRING ensures it remains agile in the international arena, equipped to respond flexibly to the challenges of the global market.

Image: MESSRING CCO Christian Salm



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About MESSRING:

MESSRING GmbH is the world market leader for crash test technology. Based in the southwest of Munich, the mid-sized company's product offerings range from the realization of large, turnkey, and multifunctional crash test facilities to the delivery of innovative active safety test systems and solutions. In close cooperation with automotive engineers and manufacturers, MESSRING develops application specific solutions that enable the automotive industry to test their active and passive vehicle safety systems. With more than 170 employees and over 140 crash and sled test facilities installed worldwide, MESSRING has been contributing to making traffic and transportation safer for over 50 years.

Further information can be found at www.messring.de.

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