Press Release

**Setting the Course for a Digital Future – Andreas Modschiedler Named CTO of the Adam Hall Group**

**Neu-Anspach, Germany – June 4, 2019 Andreas Modschiedler named new Chief Technology Officer (CTO) of the Adam Hall Group as of June 1, 2019. In the newly created management position, the 46-year-old will strengthen the executive board and be responsible for IT and Research & Development (R&D).**  
  
The step sees the event technology solutions manufacturer, the Adam Hall Group, dovetail its customer-driven R&D activities with a more intensive digitalization strategy. Since stepping into the role of Head of IT & Digital in December 2016, Andreas Modschiedler has led the IT department and stewarded the progressive digitalization of in-house business processes. In his new role as CTO, Modschiedler will be devoting more time to this area of responsibility.  
  
“We are delighted to have Andreas Modschiedler as a proven digital and technology expert on the team," said Alexander Pietschmann, CEO of the Adam Hall Group. "With him as CTO, we will take the structural and operational steps crucial to moving forward with our global digital transformation.”

“Adam Hall employs technology with a clear, customer-oriented objective: The combination of user-friendly products and excellent customer service. I look forward to continue working with my colleagues in the new role as CTO,” expressed Andreas Modschiedler.  
  
Parallel to his first professional positions, Andreas Modschiedler completed his Executive MBA as the Chair of Business Informatics at the Julius Maximilians University of Würzburg in cooperation with Boston University. He further consolidated his product management and consultant experience in the IT and Telecommunication industries by heading up a range of outsourcing, innovation and development projects at T-Systems as Business Partner Manager. He then broadened his management experience in IT and Telecommunications and joined the management team the Kion Group IT as Demand and Key Account Manager. With his move to the Adam Hall Group in 2016, Andreas Modschiedler combined his enthusiasm for technology with his technical expertise and a long-standing passion as a hobby musician and sound engineer.

**Information on the Adam Hall Group:**

[adamhall.com](http://www.adamhall.com)

[blog.adamhall.com](http://blog.adamhall.com/)

[event.tech](https://www.adamhall.com/)

**About the Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distributor that offers event technology to its partners around the world. Its target groups include retailers, B2B distributors, event and rental companies, broadcasting studios, AV and system integrators, private and public companies, and manufacturers of industrial flightcases. Under its brands **LD Systems®, Cameo®, Gravity®, Defender®, Palmer®, and Adam Hall®**, the company offers a broad range of professional audio and lighting technology as well as stage equipment and flightcase hardware. Founded in 1975, the Adam Hall Group has become a modern, innovative provider of event technology and has over 14,000 m² of storage space at its Logistics Park at the company headquarters near Frankfurt am Main. Thanks to its focus on value creation and service, the Adam Hall Group has already received a number of international awards for its innovative product developments and future-oriented product design from well-known institutions like Red Dot, German Design Award, and iF Industrie Forum Design. LD Systems®, in cooperation with the design agency F. A. Porsche, demonstrates the future of pro audio design with its MAUI® P900 column speaker and recently received the coveted German Design Award for this. You can find more information on the Adam Hall Group at [www.adamhall.com](http://www.adamhall.com/).

**Press contact:**

Alexander Cevolani

Event Edit | PR & Editorial Office

|  |  |
| --- | --- |
| Email: | [press@adamhall.com](mailto:press@adamhall.com) |