

## Press release

Strategic reinforcement for the future: Jörg Jentschke becomes Chief Commercial Officer at Rommelsbacher

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# Strategic reinforcement for the future: Jörg Jentschke becomes Chief Commercial Officer at Rommelsbacher

**Dinkelsbühl, 2 March 2026 | Rommelsbacher ElektroHausgeräte GmbH, based in Dinkelsbühl, is setting the course for further growth: with Jörg Jentschke as its new Chief Commercial Officer (CCO), Rommelsbacher is now consolidating its sales, marketing and product management divisions. With his international experience, he brings fresh perspectives to securing the company's strong market position and opening up new markets.**

With Jörg Jentschke, Rommelsbacher gains an experienced industry expert who can look back on more than 20 years of experience in the household appliance sector. His career is characterised by comprehensive expertise in strategic brand development and the successful management of global sales teams. Most recently, Jentschke held a management position at a global household appliance manufacturer, where he managed both domestic and international sales units. This in-depth market knowledge will now contribute to further strengthening the presence of the Rommelsbacher brand.

'For almost 100 years, Rommelsbacher stands for quality, innovation and the joy of cooking. I look forward to continuing this successful tradition together with the team and, at the same time, providing new impetus for growth in national and international markets,' says Jörg Jentschke about his new role in the family business.

The expansion of the management team is an important step for the strategic orientation of the medium-sized company – with a focus on market opportunities, innovative strength and the strengths of a family business.

Sigrid Klenk, CEO and owner of Rommelsbacher, emphasises the significance of this appointment: 'I am delighted to welcome Jörg Jentschke to our Rommelsbacher family. I greatly appreciate his energy, vision and understanding of the special values of a traditional company. Together, we aim to strengthen what has been tried and tested and boldly break new ground.'

With this expansion, the family-owned company from Dinkelsbühl is underlining its commitment to Germany as a business location. As a reliable partner, Rommelsbacher will continue to focus on long-lasting product quality and future-proof business practices – for appliances that bring pleasure to cooking for generations to come.

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### About ROMMELSBACHER ElektroHausgeräte GmbH:

Our roots are in Stuttgart, where Dipl.-Ing. Gustav Rommelsbacher started his business in the year 1928 with the design and production of loudspeaker systems. He was an inventive genius with innovative ideas and the good instinct for the trends and needs of his time.

After World War II, Dinkelsbühl/Germany became his new home. He started his production in a garage, with all materials he could get hold of, and made electric appliances which were urgently needed at that time. Radiators, electric irons and mobile cooking plates were manufactured under the brand robusta and soon delivered to many countries. The first brick-built factory was designed and expanded in the years that followed. His son, his daughter and his son-in-law joined the team and robusta became ROMMELSBACHER. In a spirit of great commitment, with high quality appliances and the strengths of a family-owned company, they developed a brand which is well-known for its first-class products.

In 1991, the third generation entered the business and in 1995, ROMMELSBACHER moved premises to a larger block of buildings which formed the perfect basis for further growth.

Modernization and expansion started in 2014, making the Dinkelsbühl/Germany premises fit for the future, since the fourth generation is already waiting in the wings.

Please find further information on our website [www.rommelsbacher.de](http://www.rommelsbacher.de) as well as on our social media channels:

Facebook: [@ROMMELSBACHER.de](https://www.facebook.com/ROMMELSBACHER.de) · Instagram: [@rommelsbacher](https://www.instagram.com/rommelsbacher) · Pinterest: [rommelsbacher](https://www.pinterest.com/rommelsbacher) · YouTube: [c/ROMMELSBACHER1928](https://www.youtube.com/c/ROMMELSBACHER1928) ·

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