

Press release

Focus on growth: Rommelsbacher welcomes experienced key account manager on board
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Dinkelsbühl, 22 August 2025 – Rommelsbacher continues to expand its sales team and welcomes Christian Pfauth (45), an experienced key account manager, to the team. The expert industry insider brings with him extensive knowledge in supporting national and international partners and is very familiar with the structures of the electrical appliance retail sector. His many years of experience, analytical approach and keen sense of customer needs make him the ideal candidate to support existing growth and open up new markets.

The expansion of Rommelsbacher's sales structures continues apace. Since 1 August 2025, Christian Pfauth has been supporting the sales team at the Dinkelsbühl site as Key Account Manager Sales Germany. The advancing demands of the market and the sustained growth of the family business require clear responsibilities and strong personalities – Christian Pfauth is exactly the kind of reinforcement we needed.

With over 20 years of professional experience in sales and customer service, Christian Pfauth has a broad foundation of expertise. After holding various positions in order processing and internal sales, he joined Grundig in 2005, where he held various positions, including assistant to the sales management for small electrical appliances and later as area sales manager for Northern Bavaria. In 2017, he took on the position of Key Account Manager for the SDA division of the Grundig & Beko brands at Beko Germany. There, he looked after customers such as Amazon, Otto, Metro and various retail partners in the food retail sector, such as Lidl, Bunting, famila, Kaes and their e-commerce marketplaces and shopping clubs – both nationally and across the EU. His extensive experience in dealing with complex customer structures and his practical market knowledge make him the ideal candidate for this strategically important position at Rommelsbacher.

"I am very pleased to now be an integral part of Rommelsbacher – a medium-sized company with a clear vision, high-quality, innovative products and a strong position in the market" explains Christian Pfauth. "My aim is to work with the team to provide new impetus, further develop sustainable customer relationships and contribute to the positive development of the company."

In his new position, Christian Pfauth will be responsible for the MediaSaturn Germany, LEH & SBWs and C&C sales channels with their marketplaces, various pure players, drugstores, various advertising agencies and mail order companies, as well as important industrial customers and the newly established camping division.

"With Christian Pfauth, we welcome a valued colleague who understands the complexity of the market and brings with him expertise from managing regions, practical experience and modern sales approaches in modern key account

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management, ideally combining and connecting this through his contacts and as a person, as well as his strategic, efficient way of working" emphasizes Danyal Riediger, Head of Overall Sales at Rommelsbacher. "His work will contribute significantly to strengthening existing partnerships and tapping into new potential in the market."

With currently around 110 employees, Rommelsbacher is one of the renowned German manufacturers that consistently focuses on quality, innovation, and production in Germany. The continuously positive business development is reflected not only in national and international success, but also in multiple awards – most recently and currently 'Quality Brand 2025'.

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 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) ·

TikTok: [@rommelsbacherdeutschland](https://www.tiktok.com/@rommelsbacherdeutschland)

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