



PRESS INFORMATION

Bene Career: Andrea Hildwein new Head of Marketing & Digital

Vienna, Waidhofen an der Ybbs, 10.08.2022. Andrea Hildwein (43) is now responsible for the marketing agendas of the international office furniture manufacturer Bene. Most recently, the experienced marketing expert was Corporate Marketing Manager at Bene and follows Florian Moritz in her new position, who is devoting himself to new challenges. Since this year, Tara Catriona Bichler (33) has also joined the marketing team as Corporate Communications Manager.

Andrea Hildwein has already been working for the company for five years and, as Corporate Marketing Manager, decisively shaped Bene's image with her creativity and strategic foresight. During this time, she was responsible for projects such as "The Future of Work Report" and product launches such as STUDIO by Bene. After her return from maternity leave, she was responsible for the marketing of the groundbreaking project "The Core by Bene - How a Pandemic Transforms the Office".

"With her passion for Bene and good design as well as her far-reaching marketing expertise, Andrea Hildwein will be even more active in shaping and driving the brand forward in the future. I am particularly pleased to be able to award this position to a long-standing Bene employee," says Michael Fried, Managing Director Marketing & Innovation, HR and Sales.

"I would like to thank you for your trust. Bene is a pioneering company in the office furniture industry. It is our task to understand future trends and developments in the working world in order to offer our customers state-of-the-art products and services. But not only our products have to be inspiring, but also our brand presence and communication. Therefore, I am looking forward to working with my team on innovative product launches, international brand awareness and the redesign of our digital channels," says Andrea Hildwein, Head of Marketing & Digital.

Before joining Bene, Andrea Hildwein worked as Marketing Manager at Western Union and as Account Executive at Ogilvy, gaining experience in strategy, brand positioning and branding. In addition, she was the founder of INSPIKED, an online art gallery for photography, illustrations and design. She studied business administration at the Vienna University of



Economics and Business Administration and at the Université Paris Dauphine.

New press contact at Bene

Since the beginning of the year, Tara Catriona Bichler has been Corporate Communications Manager and Press Spokesperson at Bene. After her Corporate Communications studies at the University of Amsterdam, she worked as a consultant at Grayling Austria in Corporate and Product PR and Corporate Communications Professional at McDonald's Austria. The experienced communications expert is responsible for international press relations, reference marketing, social media and sustainability communications.

Bene awarded Great Place to Work

Bene not only invests in sustainable and resource-saving production, but also in the well-being of its approximately 700 employees. These efforts were rewarded with the Great Place to Work® award in June 2022. This makes Bene one of the best employers in the country.

Über Bene

Der internationale Büroexperte ist Spezialist für die Gestaltung und Einrichtung von modernen Büro- und Arbeitswelten. Bene definiert Büro als Lebensraum und setzt dies mit seinen Konzepten, Produkten und Dienstleistungen überzeugend um. Die global tätige Bene Gruppe hat ihren Hauptsitz und Produktion in Waidhofen an der Ybbs/Österreich. Entwicklung, Design und Produktion als auch Beratung und Verkauf sind damit unter einem österreichischen Dach vereint. Als wesentlicher Marktteilnehmer in Europa steht Bene für innovative Konzepte, inspirierende Büros sowie hohe Designqualität und entwickelt und produziert maßgeschneiderte Lösungen für alle Unternehmensgrößen – von EPUS über KMUs bis hin zu weltweit agierenden Konzernen. Ökologisches, ökonomisches und soziales Denken und Handeln haben bei Bene schon lange Tradition. Nachhaltigkeit umfasst alle Unternehmensbereiche, von der Produktentwicklung über Einkauf, Produktion und Logistik, bis hin zur Produktverwertung. Dabei wird Nachhaltigkeit nicht als Notwendigkeit verstanden, sondern als Inspiration, um mit neuen Ideen eine bessere, nachhaltige Zukunft zu gestalten. www.bene.com

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