FOR IMMEDIATE RELEASE

**Changes to the Basler AG Management Board: Ines Brückel Becomes New CFO, Hardy Mehl Takes over Sales and Marketing**

**Ahrensburg, December 9, 2024** – Basler AG has appointed Ines Brückel as Chief Financial Officer (CFO) effective January 1, 2025. In this position, the 43-year-old will be responsible for Finance, Legal & Compliance, IT/SAP and Administration.

CEO Dr. Dietmar Ley will be responsible for research and development, product business, human resources and organizational development.

Deputy CEO Hardy Mehl, currently CFO/COO, will assume responsibility for sales and marketing, communications and the digital customer journey as of January 1, 2025, and will continue to oversee operations and investor relations.

Ines Brückel previously worked for the auditing firm KPMG and held leading positions in the finance departments of large international technology companies. She holds a degree in business administration with a focus on finance, investments and marketing, and is a Chartered Financial Analyst (CFA).

Norbert Basler, Chairman of the Supervisory Board, states: "We are very pleased that Ms. Brückel has accepted the position on the Management Board and look forward to working with her. We are excited about the fresh ideas she will bring to the company based on her many years of experience.”

**Image caption: Ines Brückel**

Basler AG is an international leader and experienced expert in computer vision. The company offers a broad coordinated portfolio of vision hardware and software. In addition, it enables customers to solve their vision application issues by developing customer-specific products or solutions. Founded in 1988, the Basler Group employs around 850 people at its headquarters in Ahrensburg, Germany, as well as other sales and development locations throughout Europe, Asia, and North America. The company invests significant resources in the development of innovative, reliable products with an excellent price/performance ratio. Thanks to its global sales and service organization, as well as cooperation with renowned partners, Basler has been delivering solutions to customers from a wide range of industries for over 35 years.

For more information contact us by phone at +49 4102 463 500, by email at sales.europe@baslerweb.com or via our website at [www.baslerweb.com](http://www.baslerweb.com).

**Press Contact:**

Frank von Kittlitz – Content & PR

Tel. +49 4102 463 171

frank.vonkittlitz@baslerweb.com

**Basler AG**

An der Strusbek 60-62

22926 Ahrensburg

Germany

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