

# Jochen Friedrichs

*Head of Division Insulation and Product Platform*

Jochen holds a master's degree in business administration from the University of Paderborn in Germany in 1991, specialising in leadership and organisational design.

## Career

- Jochen has built a 25-year track record of successfully transforming businesses in manufacturing, logistics services, consulting and building materials. He held diverse functional leadership roles balancing cost, operations and business development which consolidated in highly result-driven general management positions in recent years.
- Jochen began his career in 1997 as Project Manager in the internal consulting unit of global engineering company Babcock Borsig AG. He ran restructuring projects in Europe and took a leading role in upgrading the strategic control of the two divisions, Flender AG and Krantz TKT.
- In 2000, Jochen moved on to Global Media Company Bertelsmann. He developed from assistant to CEO to the head of two business units in Arvato Logistics Services.
- In 2007, Jochen was named Partner of Kerkhoff Consulting, a leading German consulting boutique for procurement optimisation, where he met the leading European building materials Group Xella as a customer.
- In 2008, he joined Xella and played a key role in the value creation of the Group over a tenure of 14 years under private equity ownership. He started as Chief Purchasing Officer and became Chief Digital Officer in 2016 to define and implement Xella's digital roadmap. He was, in parallel, CEO of the joint venture Ecoloop from 2011 to 2015.
- In 2017, Xella acquired the leading Insulation Company Ursa Group, headquartered in Madrid. Jochen became CEO and member of the Xella Executive Committee. Together with his team, he repositioned the business and grew value significantly, which resulted in the successful sale of Ursa to Etex.
- In 2022, Jochen became Head of Division Insulation and Product Platform, and member of Etex's Executive Committee.