

Organisation Changes for Sennheiser

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Sennheiser adopts a new organisational structure where the company consists of 7 units-- the corporate group and its 3 divisions (sales, supply chain and strategy/finance) support the 3 business divisions (targetting the CE, professional systems and installed sound markets).

The 3 business divisions are to operate individually on specific strategies and resources, but will also work alongside the value-added chain. Sennheiser says this will fulfill specific clients' needs quickly and securely .

Each units' managers will form Sennheiser's new EMB, with Volker Bartels as spokesperson.

The new organisation's implementation will start off Sennheiser's 2011, and is expected to be finalised by the year's end.

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