



Press Release

New Sales Manager for the Brand VisioCablePro® at the iiM AG



Daniel Döring – New Sales Manager for the Brand VisioCablePro®

Suhl, January 1st, 2022. With Daniel Döring, iiM AG has gained an experienced and highly motivated sales expert for the international wire and cable market for its brand VisioCablePro®, which specializes in high-quality measurement technology. Mr. Döring, in cooperation with Martin Hruška, will be in charge for sales activities of VisioCablePro®.

Honest interaction and professional support for our customers based around the world are part of the philosophy of iiM AG. Daniel Döring: "It is a great pleasure for me to be part of the VisioCablePro® team! I am looking forward to employ my previous experience to help establish new target segments, further develop product sales and strengthen the brand."

Due to many years of professional experience in the tool industry, Mr. Döring is well prepared for the wide range of his new tasks at VisioCablePro®. He completed his international education with a master's degree in "International Business and Economics". Mr. Döring then started his career at RENNSTEIG –

Quality Tools Cable Assembly – as International Sales Manager. In the past 10 years he was responsible for the technical sales of special products within the cable assembly industry and for all activities in Eastern Europe, Scandinavia and Great Britain. His responsibilities included customer acquisition, customer relationship management, key account management, marketing activities, trade fair planning, market and segment research.

Daniel Döring is highly motivated to effectively support the sales of the VisioCablePro® brand with his well-founded experience and thus to positively expand the sales strategy and market position. With his own cross-functional development within iiM AG, he would like to create added value for the company. At this point we wish Daniel every success and look forward to a very good cooperation. Welcome to the team.

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About iiM AG

iiM AG measurement + engineering provides high quality and high performance products for Machine Vision. For over 20 years iiM AG has been developing and producing industrial measurement engineering for various industry fields such as the cable, wire and solar industry and also for the automotive industry. In order to guarantee a high standard of our processes as well as continuous improvement, we annually undergo an inspection of our Quality Management System according to ISO 9001:2015 and are certified by DEKRA Certification GmbH.