



Ziegler heads up strategy department within Bosch corporate communications / Delic takes over external communications

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Stuttgart, Germany – Since the beginning of the year, René Ziegler (39) has been in charge of a newly established department within Bosch corporate communications: “Strategy and Thought Leadership.” The department is responsible for developing and implementing communications strategy for the Bosch Group, and for throwing the company’s communication messages into even sharper relief. “In the shape of René Ziegler, an experienced Bosch communicator will be taking over the helm of the new strategy department. In his work up to now, he has shown himself to be capable of confidently handling strategic issues and content that influences public opinion,” says Prof. Christof Ehrhart, executive vice president of Corporate Communications and Governmental Affairs at Bosch. For the last five years or so, Ziegler was head of external communications at Bosch and chief press spokesperson for the global supplier of technology and services.

Effective January 1, 2020, this task has now been assumed by Melita Delic (46) who, as Ziegler’s deputy, was previously responsible for international media relations and corporate issues. “Melita Delic has many years of experience with Bosch media relations work, and has a wealth of expertise in external corporate communications,” Ehrhart says. “I am pleased that we have found two people with so many years of experience and know-how for these key positions within Bosch corporate communications.”

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The Bosch Group is a leading global supplier of technology and services. It employs roughly 410,000 associates worldwide (as of December 31, 2018). The company generated sales of 78.5 billion euros in 2018. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 460 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At nearly 130 locations across the globe, Bosch employs some 68,700 associates in research and development.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

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