

Bosch appoints head of new digital unit

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- ▶ Effective January 1, 2023, Ulrike Hetzel will be president of the new corporate sector Bosch Digital
- ▶ Bosch Digital will have the task of driving forward the company's digital transformation and supporting the divisions in the connectivity business.
- ▶ Bosch wants to further digitalize its core business and to open up new areas of business on the basis of software and services – without neglecting hardware.
- ▶ The aim is for all sales of digital products to generate revenue from services as well.

Stuttgart, Germany – Effective January 1, 2023, **Ulrike Hetzel** (50) is to become president of the new corporate sector Bosch Digital. In this function, she will be responsible for global IT services and support the digitalization of the Bosch Group's divisions with technical, IT, and digital services. "Ulrike Hetzel has a lot of experience in transforming IT and digital business. She is a sympathetic and inspiring person – it will be fun to work with her to successfully implement such changes," says Dr. Tanja Rückert, the Bosch Group's chief digital officer. "We're glad Ulrike Hetzel has so enthusiastically agreed to head up of new corporate sector Bosch Digital – she will tackle the issue that arise with passion, and is a valuable addition to our team." Having previously worked in the company, Ulrike Hetzel is no stranger to Bosch. "Taking Bosch into the digital future and actively shaping the strategy of the new corporate sector Bosch Digital is an exciting task. I'm really looking forward to it," she says. "I will be able to draw on my many years of experience in the field."

Effective January 1, 2023, the Bosch IO subsidiary and the IT services unit are to be merged under joint management and, as a next step, realigned in the new corporate sector Bosch Digital. "With the planned reorganization, we will be merging the IT and software expertise of the two units. We want to develop a powerful organization in a modern work environment, and in this way to take the software culture forward throughout our company. You could call it an agile unit

that will be working very closely with the divisions in the future,” Rückert says. “The aim is to provide our divisions with the best possible support in their digital transformation and with their connectivity business. At root, this means much more autonomy and P&L responsibility for joint teams at the interface between IT, digital, and business.”

Bosch wants to systematically further digitalize its core business and to open up new areas of business on the basis of software and services – without neglecting hardware. For Rückert, the future direction is clear: “With impressive IT, software, and services, we are in a position to get very close to our customers’ everyday lives. In other words, our digital solutions not only add to the “Invented for life” promise – they also bring technology into people’s lives.” The aim for the future is that all sales of digital products will generate revenue from services as well. On this subject, Bosch announced a digitalization campaign at Bosch Connected World in November 2022: the supplier of technology and services plans to spend 10 billion euros on digitalization and connectivity by 2025.

As CTO and member of the board of Dekra until the end of 2022, Ulrike Hetzel is responsible for services, innovation, and IT. She can look back on many years of experience in the area of IT and digital operations. Before joining Dekra in 2021, she worked for Bosch from mid-2015 to mid-2020, most recently as a member of the executive management of corporate IT. Prior to that, the structural engineer and business management graduate worked for IBM for 16 years, including a spell as head of its Infrastructure Technology Services unit.

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The Bosch Group is a leading global supplier of technology and services. It employs roughly 402,600 associates worldwide (as of December 31, 2021). The company generated sales of 78.7 billion euros in 2021. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. 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 facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. 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 440 subsidiary and regional companies in some 60 countries. Including sales and service partners, Bosch’s global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than

400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 128 locations across the globe, Bosch employs some 76,100 associates in research and development, of which more than 38,000 are software engineers.

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-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by Robert Bosch GmbH and by a corporation owned by the Bosch family. 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.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPress.