

P R E S S I N F O R M A T I O N

RUKO GmbH Präzisionswerkzeuge welcomes its new Managing Director for Sales and Marketing

Holzgerlingen, January 21, 2025 - RUKO GmbH Präzisionswerkzeuge is pleased to welcome Mohammed Anwar as its new Managing Director for Sales and Marketing. Since January 1, 2025, Mohammed Anwar has been strengthening the RUKO team in Holzgerlingen, Baden-Württemberg, and brings extensive experience and innovative approaches to lead the company into a growth-oriented future.

With over 20 years of experience in sales and e-business, he brings valuable expertise and a clear vision to the table. He previously worked for a leading tool retailer in the industry, where he was responsible for the digitalization and optimization of strategically important processes as Head of E-Business. His career is characterized by innovative strength and a consistent focus on customer-oriented solutions.

With Mohammed Anwar, RUKO is gaining a visionary leader who will further develop the company strategically and technologically. His focus will be on expanding the sales and marketing strategy and consistently driving forward the digital transformation.

“RUKO stands for quality, innovation and customer proximity. I look forward to further expanding these values and leading the company into a successful future together with my team,” explains Mohammed Anwar.

RUKO GmbH is pleased to have Mohammed Anwar on board as a new RUKO member in order to continuously develop its claim as a leading manufacturer of drilling and countersinking tools and to sustainably expand our market position.

About the RUKO Group

RUKO GmbH Präzisionswerkzeuge has been one of the world's leading manufacturers of high-quality drilling, countersinking and cutting tools for metal cutting for over 50 years. The medium-sized, internationally active industrial company develops, produces and sells products and individual solutions for all production stages of metal cutting. It serves a global customer base from seven branches and two production sites.

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