

## Press information KEBA Group AG

Linz, 26 April 2022



### **KEBA Group grows to over 2000 employees Another 130 job opportunities at the automation expert New organisational culture is highly attractive**

The Upper Austrian automation specialist KEBA continues to grow. In the last year alone, the internationally active company has grown by 225 employees, the majority of them in Austria. KEBA has thus reached the 2000-employee mark.

The reason for KEBA's attractiveness as an employer is, among other things, the new organisational structure of the company, in addition to the future-oriented industries. A new information campaign is intended to draw more attention to this, since KEBA wants to continue to grow. In the coming months, the company plans to hire another 130 employees, the majority of whom will be in Linz.

#### **What KEBA is looking for**

KEBA seeks people who like to contribute their strengths and ideas and who enjoy working together in a team to develop solutions for customers all over the world. Looking at the professional background, they mainly come from the fields of mechatronics and electronics or have experience in software engineering, sales or product management, but the areas of marketing, finance are also in high demand.

"We have products and solutions that hit the nerve of the time and therefore see further growth potential for our company," says Gerhard Luftensteiner, CEO of KEBA Group AG, "The investment in an additional location in Leonding/Pasching also bears witness to this. In order to realise our market opportunities, we need skilled employees across all disciplines and areas in the company. What we already recognized is that we are scoring points with many people with our organisational culture."

#### **The new organisational structure and culture**

Since 2017, KEBA has relied on an organisation that is characterised by a high level of personal responsibility. "Telling people what to do is an antiquated concept. Today, it is much more important and beneficial to align oneself with a purpose," explains Gerhard Luftensteiner, "To design and further develop a meaningful organisation in which every person can contribute according to their skills and abilities, that is our motivation."

Flat, low-hierarchy structures, an agile way of working and the opportunity to actively contribute with one's skills and talents are cornerstones of the new way of working at KEBA. "When the purpose of the company and the purpose of the employee fit together, then there is simply enormous power and joy," says Gerhard Luftensteiner about one of his experiences in recent years with the new organisational structure.

There are no more rigid organisational charts or formal job descriptions at KEBA. KEBA is organised in circles and tasks are performed in roles. "We think from the outside in - that is, coming from the market inwards along the value chain. Our structure follows necessity and benefit. Thus, our organisation can also change constantly if necessary and useful," explains Gerhard Luftensteiner.

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Decentralised responsibility is also not an empty slogan at KEBA. Work is done in agile teams. Within a certain framework and equipped with the corresponding authorities, these teams have the possibility to adapt their work to the circumstances without having to constantly ask questions. "This enables us to act very quickly and to adapt to changing conditions," says Gerhard Luftensteiner, "and this clearly distinguishes us from large structures, which often have to go through a number of approval mechanisms before they can get started.

## **Appreciative corporate culture**

For Gerhard Luftensteiner, an important aspect of being able to work together successfully in this way is also the company culture. "It is characterised by mutual appreciation", he says, and the KEBA principle of "no ranks, no titles" is a good prerequisite for this. Feedback, which clarifies mutual expectations and thus promotes joint development, is also an important pillar.

"Our model makes it possible for people who are curious enough to take on the roles and tasks they are passionate about. Most colleagues have not one but several roles. This makes the work more exciting and also gives you the opportunity to develop further," explains Roland Peterseil, Head of People, Culture, Structure KEBA Group AG. "In response to the question of whether some tasks are left undone or whether some roles are not taken on by anyone, we know from practical experience that this is not the case. Whether a task is exciting or not depends on the person's point of view. The new way of working attracts many people", Roland Peterseil knows. But the flexible working hours and the general possibility of working from home are also plus points, according to feedback from applicants and staff.

In a company with 26 locations in 16 countries, working with international colleagues is on the daily agenda. For many, working in cross-cultural teams is a great personal enrichment. And quite a lot of KEBA employees have already taken the opportunity to work for KEBA abroad.

KEBA also provides for the next generation through its own apprenticeship training. A total of six different apprenticeships are available. Currently, 37 apprentices are being trained in Linz and there are plans to expand the training even further. Skilled workers are also trained at other locations, such as in Germany. "Many of the skilled workers who have ever been trained at KEBA are still employed with us," reports Roland Peterseil and continues: "Some colleagues take a second career path after completing their apprenticeship or continue to develop on the job and now take on roles in development, product management or sales, for example. With us, the doors are open to everyone to develop themselves further, and we are very pleased that these opportunities are also actively taken up."

## Additional benefits

Also other benefits that KEBA offers its employees are many and varied. They range from a fruit basket, free coffee and sporting events to financial support for the use of public transport. There is also an employee profit-sharing scheme. In other words, a portion of the success generated is distributed to the employees. "All this rounds off the package so that KEBA is perceived as an attractive employer," explains Gerhard Luftensteiner. However, he is also certain that it is precisely the form of organisation, the team spirit and especially the individual the KEBA spirit, which one immediately feels when coming into contact with KEBAner:innen, that have great attraction potential.

## The new information campaign

Over the next few months, KEBA will be using a broad-based information campaign to draw attention to the successful organisational and corporate culture within the company. The company is using conventional media such as posters and advertisements as well as means of transport and a comprehensive online campaign.

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## KEBA Group

KEBA is an internationally successful electronics company with headquarters in Linz (Austria) and subsidiaries worldwide. KEBA Group AG is active in the three operative business areas of Industrial Automation, Handover Automation and Energy Automation. The company has been developing and producing in accordance with its motto "Automation by innovation" for more than 50 years. KEBA automation solutions are easy to use and meet the highest requirements in specific industries. [www.keba.com](http://www.keba.com)

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