

Press information

Björn Marek joins KYOCERA Europe GmbH as new Manager Corporate Communications

Kyoto/London, 6th February 2025. A new area of responsibility for the proven technology expert and communications specialist Björn Marek: since January, 1st, the journalist and PR and marketing specialist has taken up the position as Manager Corporate Communications at KYOCERA Europe GmbH in Esslingen, Germany. In his new role, Marek will be responsible for the company's entire corporate communications and marketing activities, with a particular focus on intensifying and strengthening the company's corporate image.

“My main objective is to expand the various communication activities of the individual companies within KYOCERA Europe GmbH. At the same time, I want to better align them”, explains Marek. “Together with my team, I want to communicate Kyocera's exceptional corporate philosophy and unique corporate culture even more effectively to the outside world.”

The 48-year-old is ideally qualified for the role: before joining Kyocera, he worked for the US subsidiary of ABT Sportsline, the largest tuner of VW Group vehicles worldwide, based in Miami, USA. Overall, he spent eight years there helping to expand the dealer network and brand awareness in the North and Central American markets for the German company, initially as Head of Sales, PR & Marketing and later as President & Chief Marketing Officer. Further career milestones include positions as Head of Press and Public Relations at ABT Sportsline GmbH in Kempten, Germany, and Editor and Project Manager at Auto Bild Sportscars / Auto Test. Additionally, he has published eight books about cars and travel.

Björn Marek will succeed Rafael Schröer, Managing Director of KYOCERA Europe GmbH, who has been co-heading the department on an interim basis since April 2023. Marek will also report to him in the future. “I am aware of the wonderful task that Björn Marek is taking on and I am delighted that we have gained such a renowned expert for it”, comments Schröer. “In my role as Managing Director, I will closely collaborate with him to further align the presence of all our European companies and to provide each branch with even better support in the areas of corporate communications and marketing. Together, we are pursuing Kyocera's overarching goal of developing and manufacturing products worldwide that enrich our lives and ensure a better future.”



**Björn Marek is the new Corporate Communications Manager at
KYOCERA Europe GmbH.**

For more information on Kyocera: uk.kyocera.com

About Kyocera

Kyocera has been successful in Europe for over 50 years. From its European headquarters in Esslingen am Neckar, KYOCERA Europe GmbH operates 28 sites including manufacturing facilities, with products ranging from fine ceramics, electronics, automotive, semiconductor and optical components to industrial tools, LCDs, touch solutions, industrial printing components, solar systems and consumer goods such as kitchen and office products.

KYOCERA Europe GmbH is a company of the KYOCERA Corporation headquartered in Kyoto/Japan, a world leader in semiconductor, industrial and automotive components as well as electronic components, printing and multifunction systems, and communications technology. The technology group is one of the world's most experienced manufacturers of smart energy systems, with more than 45 years of industry expertise. The Kyocera Group comprises 292 subsidiaries (31 March 2024). In England, Kyocera has a subsidiary in Frimley, KYOCERA Fineceramics Ltd. With around 79,200 employees, Kyocera generated net annual sales of around EUR 12.29 billion in the 2023/2024 fiscal year.

Kyocera is ranked 874 on Forbes magazine's 'Global 2000' list for 2024, and ranked as 'The 100 Most Sustainably Managed Companies in the World' according to the Wall Street Journal. For the second year in a row, Kyocera qualified for the Dow Jones Sustainability Index (Asia-Pacific). As well, Kyocera receives a Bronze rating on EcoVadis Sustainability Survey and was acknowledged as a 'Top 100 Global Innovator 2023' for the second consecutive year, being one of the world's leading innovators, for the eighth time by Clarivate.

Kyocera also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr Kazuo Inamori — to individuals worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (equivalent to approximately €596,500 per prize category).

Contact

KYOCERA Fineceramics Ltd.

Allan Martin

General Manager

Prospect House, Archipelago,

Lyon Way, Frimley, Surrey.

GU16 7ER United Kingdom

Tel: +44 1276 693450

E-mail: PR@kyocera.de

uk.kyocera.com