

Hansgrohe Group

New Head of Global Brand Marketing for Axor brand

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Photo: Hansgrohe

Effective April 15, 2019, Anke Sohn (photo) became the new Head of Global Brand Marketing for the Axor brand. In this position, she reports directly to Olivier Sogno, Vice President of Marketing at Hansgrohe SE.

Anke Sohn recently headed international marketing for the DACH region and for various growth markets at Vitra in Switzerland. Previously, she held the position of Marketing & PR Director at Hanro International. She started her career as Marketing Manager for Dornbracht in Spain.

"I am looking forward to the new challenges. With my team, I want to establish Axor as the first choice for interior designers worldwide, accelerate digitization and continue the fascinating success story of Axor with innovative, design-strong products," says Anke Sohn.

Axor develops, designs and produces fittings, showers and accessories for luxurious bathrooms and kitchens in perfection. At the highest aesthetic and technical level avant-garde unique pieces and collections are created - some of them are now among the most important classics of bathroom design.

They all have the claim of "form Follows Perfection" in themselves - not to stop with a development process until nothing more can be added or removed. With globally recognized designers, including Philippe Starck, Antonio Citterio, Jean-Marie Massaud and Patricia Urquiola, pioneering design objects have been created for more than 25 years. Axor is a brand of the Hansgrohe Group.

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