



**WIKA strengthens international sales: Sascha Niederhagen joins Management Board and takes over EMEAI region**

*Focus on customer proximity and market-orientated structures*

**Klingenberg am Main, July 2025 – The WIKA Group is leveraging international sales expertise. On 1 July 2025, Sascha Niederhagen assumed the role of Executive Vice President EMEAI. As a member of the Management Board, he will oversee sales activities in Europe, Africa, India and the Middle East, as well as Corporate Marketing and Key Account Management.**

Sascha Niederhagen brings many years of management experience in establishing and developing international sales, service and marketing organisations. His focus is on customer centricity and efficient, market-oriented structures throughout the entire customer journey.

“I love developing a vision together with a strong team and implementing it in a customer-centred, strategic and international manner. WIKA is a global company with a high level of technological expertise and strong values. I am looking forward to actively contributing to the further development of sales and service,” says Sascha Niederhagen.

Most recently, he was Co-CEO at BEKO Technologies GmbH. Prior to that, he served as Chief Sales Officer at the Bürkert Group, where he managed global sales activities. From 2009 to 2020, he held management positions at SICK AG, including as a member of the board of directors with responsibility for the Corporate Solution Centre Factory Automation and global Key Account Management.

“In Sascha Niederhagen, we have gained an experienced sales expert who combines strategic foresight with operational implementation skills. I am delighted to welcome him to the board of directors,” says Alexander Wiegand, CEO of the WIKA Group.

## WIKA company photograph:



Source: WIKA

### About WIKA

The WIKA Group is a global market leader in pressure and temperature measurement. The company also sets the standard in the measurement of level, force and flow, and in calibration technology. The broad portfolio of high-precision instruments, IIoT solutions and comprehensive services makes WIKA a strong and reliable partner for all industrial measurement technology requirements. The family-run business, founded in 1946, has a global presence with 11,200 employees. This includes our own subsidiaries, production sites and development departments, such as the Innovation Center in Klingenberg. There alone, over 100 engineers work on innovative sensing solutions that provide answers to global challenges. WIKA's unique experience and know-how make sensing technology smarter, add more value and prepare it for a sustainable future: Smart in sensing.

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