

An export pillar retires

Ferdinand Eisele GmbH says goodbye to a multilingual specialist in sales after almost two decades

Birkenfeld, September 1, 2016. Ms Montserrat Casals Freixas has significantly facilitated Ferdinand Eisele GmbH's overseas success with her talent for languages and her sales skills for about 20 years. Since early September the labelling and identification technology specialist from Birkenfeld near Pforzheim has to allocate export sales to other shoulders now: Ms Casals Freixas retires and Ms Carla Herrera-Stanitzki will be her successor.

Born in Barcelona and based in Pforzheim since 1974, Ms Casals Freixas of course masters German perfectly besides Catalan, the language of her home region of Catalonia, and Castellano, the classic Spanish. In addition, however, she also speaks four more languages fluently, namely English, French, Italian and Portuguese.

Equipped with these language skills, she joined the Ferdinand Eisele GmbH sales team as a part-time employee in 1997. Since the early 90s the number of customers from the jewellery and watchmaking industry around the globe was steadily increasing there and so reinforcement was urgently needed. Since Ms Casals Freixas has a university degree in administration/tourism as well as practical experience in management and sales of a German engineering company besides her language skills, she is just the perfect complement.

Quickly she can consolidate her position in the sales team. Soon she is a sought-after contact on the phone as well as at trade fairs at home and abroad for export customers. These include also customers from the Arab region increasingly.

Especially when dealing with demanding customers from other culture groups she proves enormous intuition that makes her a busy contributor also outside of her professional activities. Whether it is the city of Pforzheim, the surrounding region or companies with exposure to Spanish-speaking countries - the expert support of Montserrat Casals Freixas is widely known and wanted. So it is quite obvious that she gets involved in the German-Hispanic Society, which she is chairing currently, and is active at the adult education centre as a lecturer.

As an employer one feels rather reluctant to let go such an adept specialist. Therefore Ms Casals Freixas will stay in close touch with the company and as a freelance translator on an hourly basis despite being retired.

She may, if necessary, support her successor, Ms Carla Herrera-Stanitzki, with words and deeds, although the latter brings in the best prerequisites herself: she originates from Buenos Aires in Argentina and has been living in the Pforzheim region since 2008. With Spanish, English, German and a Latin American soul, of course, especially customers from the American continent are close to her heart. Thanks to a thorough training on the job - Ms Herrera-Stanitzki already joined the sales team on March 1 this year - practical experience and her open, dedicated personality the concerns of

foreign customers of Ferdinand Eisele GmbH are therefore still in good hands.



Img1: Montserrat Casals Freixas (left) with her successor in the sales team at Ferdinand Eisele GmbH, Carla Herrera-Stanitzki



Img 2: The sales team at Ferdinand Eisele GmbH with CEO Alex Schickel (left) says farewell to Montserrat Casals Freixas (at his right)