



Press Release
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Cibes Lift Group strengthens team

Cibes Lift Group has appointed Theodor Ernstson as Director of Product Management and Modularization, to strengthen the strategic development of the group's product portfolio.

The demand for smart, modular lift solutions has grown steadily in recent years and the Cibes Lift Group is currently launching new products and features at an ever-increasing pace. To strengthen the long-term, strategic product development of the company, Theodor Ernstson is recruited to the new role as Director of Product Management and Modularization.



"Theodor has an impressive management track record in industrial design and product development and brings a wealth of experience from sales, manufacturing, logistics and R&D, says Per Lidström, CEO of the Cibes Lift Group. "We are very happy to have Theodor on board and we are confident that he has the right cross-functional skills to take the development of our product range well into the future."

Theodor Ernstson comes from a position as Business Director at industrial design company Splitvision Design. In his role as Director of Product Management and Modularization, he will manage the Cibes Lift Group portfolio with great attention to market demand, product design and manufacturing efficiency.

He said of his new role: "I am passionate about product development, design and manufacturing and one of my main objectives will be to synchronise and streamline these processes, while making sure that we offer the products that the market wants. I am really looking forward to my new challenge and to creating a clear and inspiring roadmap for the Cibes Lift Group product range together with the talented teams across the world."

Theodor Ernstson started his position last month and will be based in Sweden.

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