

Michael Ziegler

Communications

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FACTSHEET

The Reifenhäuser Group's speakers at K-Preview 2025:

As Chief Sales Officer (CSO) of the Reifenhäuser Group since 2024, Marcel Perrevort is responsible for the sales and service strategy of the entire corporate group and its alignment with the activities of the individual business units.

Prior to this, Perrevort held various sales and management positions within the Reifenhäuser Group for over ten years - including as Managing Director of Reifenhäuser Blown Film.



As Chief Digital Officer (CDO) of the Reifenhäuser Group and the first representative of the fourth generation of the family business, Jan Karnath is responsible for the digital transformation of the corporate group. Karnath is the nephew of CEO Bernd Reifenhäuser and has over 15 years of experience in the digital business. He studied Management in Vienna and Digital Transformation & Innovation at Stanford University. He began his career at SAP and has successfully led several digital companies as a board member and founder. Investors in these companies have included EQT and Porsche AG.

