**Ingrid Gogl is the new communications responsible at TGW Logistics**

* **The expert in strategic communication and corporate storytelling took up her new role as Director of
Marketing & Communications on 1 August**
* **Increased focus on positioning TGW as an innovative technology company**
* **Foundation-owned company as the backdrop for TGW's image as an employer and intralogistics specialist**

**(Marchtrenk, 7 August 2023) As of 1 August,** **Ingrid Gogl is the new communications manager at TGW Logistics. She brings a great deal of experience to her role as Director of Marketing & Communications for the leading international logistics specialist. The expert in strategic communication and corporate storytelling will give external communication fresh momentum and will promote the strategic positioning of TGW.**

Most recently, Ingrid Gogl was Vice President of Marketing & Communications at Yunex Traffic, a leading global company for intelligent traffic solutions headquartered in Munich. There, among other things, she oversaw the spin-off of Yunex Traffic from Siemens Mobility, built up the marketing and communications department and was responsible for the branding and communication strategy. Before that, the 37-year-old gained experience at an agency and company level, including as the head of the ÖBB Newsroom.

Ingrid Gogl completed a degree in political science in Vienna and a masters programme for computer and IT law in Krems. Additionally, she taught courses in online communication at the Universities of Applied Sciences in both Vienna and Wieselburg.

**Positioning as an innovative technology company**

"By bringing Ingrid Gogl on board, we have placed an effective personality with a treasure trove of experience at the helm; she will put fresh wind in TGW’s communication sails," proclaims Christoph Wolkerstorfer, Chief Sales Officer of the TGW Logistics Group. "We want to better communicate our strengths and our unique set-up as a foundation-owned company – both as a leading intralogistics specialist and as an employer."

[www.tgw-group.com](http://www.tgw-group.com)

**About TGW Logistics Group:**

TGW Logistics Group is one of the leading international suppliers of material handling solutions. For more than 50 years, the Austrian specialist has implemented automated systems for its international customers, including brands from A as in Adidas to Z as in Zalando. As systems integrator, TGW plans, produces and implements complex logistics centres, from mechatronic products and robots to control systems and software.

TGW Logistics Group has subsidiaries in Europe, China and the US and more than 4,400 employees worldwide. In the 2021/2022 business year, the company generated a total turnover of 924 million euros.

**Pictures:**

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