

## Press release

Succession at Hoffmann Dienstleistungen für die werbende Wirtschaft GmbH.

Tim-Alexander Karußeit assumes role of managing partner at trade-fair construction company Hoffmann.



Hanover, 16 January 2020: Long-standing managing director Andree Hoffmann hands the baton to a successor for Hoffmann Dienstleistungen für die werbende Wirtschaft GmbH. The experienced entrepreneur Tim-Alexander Karußeit will be taking charge at the successful trade-fair construction company. With his impressive background in managing complex projects and digitalization, the 42-year-old managing director is poised to lead Hoffmann GmbH into the future.

"With a solid base of customers and excellent financial stability, the business of Hoffmann GmbH is prepared for the future, and I hand over the company in a position of strength," says the departing managing director Andree Hoffmann. He took control of the trade-fair construction company, which was founded in 1983, from his parents 12 years ago and has run the business since 2008. "In Tim-Alexander Karußeit, I have found a passionate entrepreneur and experienced managing director to be my successor. In light of his experience in project and process management, his expertise in digitalization and his financial know-how, he is ideally suited to lead Hoffmann GmbH into the future with enthusiasm and a lot of innovative ideas."

## **An experienced entrepreneur with a passion for trade-fair construction**

In taking the reins at the trade-fair stand construction company Hoffmann, Tim-Alexander Karußeit has fulfilled a long-held ambition: "I've always been fascinated by the trade-fair industry and the project-intensive environment," says the 42-year-old graduate in business administration. "That's why I focused on the trade-fair industry during my exhaustive three-year search for a company that I could continue to grow as a successor."

The entrepreneur brings 11 years of experience as founder and managing partner of two companies, including a digital start-up in the trades sector. His focus lies in consulting, project management and the digitalization of complex processes.

"I very much look forward to further developing Hoffmann Dienstleistungen für die werbende Wirtschaft GmbH and expanding the company's position in the trade-fair and event business," says Tim-Alexander Karußeit. The company successor was introduced to employees at the Hanover site on 8 January 2020. "In the coming weeks, I'll be focusing on getting to know the company's customers and having an intensive exchange with the employees in order to continue to drive the growth of the company in the future."

Tim-Alexander Karußeit emphasizes: "The company name will continue to be used indefinitely after Andree Hoffmann's departure. The company will remain at the same location with all its employees. For customers and suppliers, the contact persons will not change. They will continue to be at your disposal with the same high level of service."

## **A new generation, a new era**

Over the past 21 years, Andree Hoffmann has continuously expanded the trade-fair construction company Hoffmann Dienstleistungen für die werbende Wirtschaft GmbH, first as project manager and then as managing director. Under his leadership as managing director, the 36-year-old company has grown steadily in revenue, organizational structure and number of employees with over 500 projects per year.

"I have no doubt that the growth will continue. I'd like to take advantage of these opportunities together with the employees and customers, while continuing and expanding the strategic projects that have already been set in motion," stresses Tim-Alexander Karußeit. To this end, Andree Hoffmann will support the new managing director over the next 15 months as an advisor. "Our potential lies above all in continuing to develop the trade-fair business organically and inorganically, expanding the leasing of the in-house Speed trade-fair system and further developing the events and shows segment," says Tim-Alexander Karußeit.

## **About Hoffmann Dienstleistungen für die werbende Wirtschaft GmbH**

Hoffmann Dienstleistungen für die werbende Wirtschaft GmbH provides customers with reliable exhibition and event services. As a successful contractor in the field of trade-fair and event construction, Hoffmann GmbH has been providing its customers with expert support for over 36 years. From traditional custom stand design and system construction to large events, our 35 employees and partners build presentation areas with added value for the products and customer messaging of major international brands and regional companies. As a creative and trusted partner with its own project planning, designers, production and logistics, Hoffmann develops the perfect trade-fair presentations for customers throughout Germany and beyond, while implementing them on a turnkey basis.

### **Press contact:**

Hoffmann Dienstleistungen für die werbende Wirtschaft GmbH  
Nicole Türk / Gretlade 5 / 31319 Sehnde  
Phone: 05132 / 86 87 – 60 / n.tuerk@messebau-hannover.de