



**Contact:**

Reegan Koester  
Corporate Communications Manager  
+49 89 3809 1768  
rkoester@arri.de

**FOR IMMEDIATE RELEASE**

## **Dr. Matthias Erb appointed Chairman of the ARRI Executive Board**

- **ARRI's Executive Board is now complete**
- **Dr. Matthias Erb takes over as Chairman of the Executive Board**
- **After record year, the film technology company continues to develop future alignment**

**January 13, 2022; Munich** – Dr. Matthias Erb, effective January 1, 2022, has been appointed Chairman of the Executive Board of the ARRI Group. This announcement was made by the Supervisory Board of the global film technology company. With this addition, the Executive Board will once again, as in 2019, consist of three members.

In addition to his duties as Chairman of the Executive Board, Dr. Matthias Erb is responsible for the strategic alignment of the business along with the Finance, HR, Legal, and Quality Management departments. Dr. Michael Neuhaeuser will continue to focus on operations and technology. The responsibility of Markus Zeiler will continue to lie with business and sales.

The new configuration will ensure that the three members of the Executive Board can focus even more intensively on their respective areas while facilitating the further development of technologies and business models.

Prof. Dr. Hans-Joerg Bullinger, Chairman of the Supervisory Board at ARRI, explains: "ARRI has already taken successful steps in the transformation from the analog to the digital age and has achieved record sales in 2021 despite the coronavirus pandemic. However, virtualization in our target markets will continue to advance and bring about changes to which we must adapt and which we, as market leader, want to help shape proactively. Therefore, we will continue to work intensively on the future alignment of the company. On behalf of the



Supervisory Board, I wish Dr. Matthias Erb a good start and great success with these complex and diverse challenges.”

Dr. Matthias Erb, Chairman of the Executive Board at ARRI, adds: “I am very much looking forward to these exciting tasks, which I will be able to take on at this great company and in one of the most interesting industries. My goal is to position ARRI for the future just as excellently as it has been throughout its 100-year history.”

Before coming to ARRI, Dr. Matthias Erb, born 1966, spent almost 20 years in the automobile industry. Most recently, since 2018, he served as Senior Vice President and Head of Holistic User Experience at Volkswagen in Wolfsburg, Germany. From 2014 to 2018, the mechanical engineer and economist with a doctorate in mechanical engineering was with the Volkswagen Group of America, initially as Executive Vice President Engineering & Planning in Chattanooga, Tennessee, and since 2016, as Chief Engineering Officer in Herndon, Virginia, responsible for the North American region. Previously, he held various management positions at Volkswagen and Audi, among others, in Europe and abroad.

**About ARRI:**

“Inspiring images. Since 1917.” ARRI is a global player within the motion picture industry, employing around 1,200 staff worldwide. Named after its founders August Arnold and Robert Richter, ARRI was established in Munich, Germany, where the headquarters is still located today. Other subsidiaries are in Europe, North and South America, Asia, and Australia.

The ARRI Group consists of the business units Camera Systems, Lighting, and Rental, all dedicated to connecting creativity and future technologies for moving images. ARRI is a leading designer and manufacturer of camera and lighting systems as well as system solutions for the film, broadcast, and media industries, with a worldwide distribution and service network. The portfolio includes digital cameras, lenses, camera accessories, archive technologies, lamp heads, and lighting accessories. Along with offering exclusive technologies, ARRI Rental’s first-class services and equipment provide camera, lighting, and grip packages to professional productions around the world.

The Academy of Motion Picture Arts and Sciences has recognized ARRI’s engineers and their contributions to the industry with 19 Scientific and Technical Awards.

For locations and more information, please visit [www.arri.com](http://www.arri.com).