

## Press Release

Lübeck, 9 August 2022

### **BAADER Hires Jón Birgir Gunnarsson as CSO for SKAGINN 3X and BAADER Ísland**

Jón Birgir Gunnarsson joined BAADER, as Chief Sales and Marketing Officer (CSO), for SKAGINN 3X and BAADER Ísland as of August 8, 2022. He will be based in Reykjavík. Gunnarsson is well acquainted with SKAGINN 3X as he led the successful development of its new brand identity and image when he led sales and marketing during the company's strong growth stage in the years of 2016 to 2019.

"With the appointment of Jón Birgir Gunnarsson, we are further strengthening our position in the Icelandic market and our expertise on superior pelagic processing solutions to the benefit of our customers", says Robert Focke, Managing Director BAADER Fish. "I am convinced that he will be as dedicated in adhering to our customer's needs as he is to SKAGINN 3X and the BAADER multi-brand product portfolio, this is what brought him back".

"It is a motivating task to keep the Icelandic teams' strength in agility and adaptability while combining it with the important robustness and stability that BAADER represents, I am extremely excited to be in an important leadership role in this strong company, not the least because I believe we will be a leading force. There seems to be no other Icelandic company that has this number of specialized and dedicated employees who focus only on fish processing technology", says Jón Birgir Gunnarsson.

In his role, Gunnarsson will be responsible for accelerating sales activities in the local Icelandic market for the entire BAADER multi-brand portfolio. Together with his team, he will further provide the global lead on all wall-to-wall pelagic processing solutions.

BAADER Ísland and SKAGINN 3X recently joined forces in Iceland to establish even stronger customer support and foster joint innovation within seafood processing.

#### **For more information, please contact**

Julia Fuamba  
Global Head of Corporate Communications  
Mobile: +49 174 261 5059  
Email: [julia.fuamba@baader.com](mailto:julia.fuamba@baader.com)

**About BAADER**

BAADER is the global partner on food processing solutions with over 100 years' experience. We design and engineer innovative and holistic solutions that ensure intelligent, safe, efficient and sustainable food processing in all phases, from the handling of live and raw protein materials to the finished food products. Through our data capabilities, we use data to interpret and forecast along the entire food value chain. In close collaboration and partnership with our customers and partners, we are taking further major steps toward greater efficiency, traceability, transparency, profitability, and sustainability. By sharing knowledge and data, together we can succeed in optimizing the food value chain in the long term.

To find out more about BAADER, please visit our website at [www.baader.com](http://www.baader.com).