



## Press information

### **Leica Camera AG appoints Jane Cui as President Leica Camera Asia**

**A new management level and organisational structure has been established to strengthen the important Asian growth market**

**Wetzlar, 14. October 2016.** In the course of the company's global expansion and the successive expansion of its subsidiaries, Leica Camera AG has now established an additional management level to its organisational structures in the Asia region.

In her function as President Leica Camera Asia, Jane Cui will be assuming business responsibility for the markets Greater China and South East Asia with effect from 15 October 2016. She will report to Oliver Kaltner, CEO of Leica Camera AG.

Jane Cui possesses extensive professional experience gathered over the past 11 years in various management positions in the areas Sales, Retail and Business Development at Microsoft Cooperation in Seattle, USA. In 2015, Jane Cui was appointed General Manager of the Microsoft Cooperation. Prior to this, she initially held the position of Senior Director with responsibility for OEM and ODM activities and became General Manager New Acquisitions in 2012. Earlier in her career, Jane Cui, a Chinese national born in Beijing, had been employed by a number of internationally operating companies.

In her new function, Jane Cui will primarily hold responsibility for the implementation of Leica's global sales and retail strategy, the establishment of a powerful and effective partner network and the strengthening and ongoing expansion of the marketing and sales of Leica's premium camera and sport optics products in the Asia region. In addition to this, Jane Cui will assist and support Leica Camera AG in the implementation of the global business strategy. The Managing Directors responsible for the individual Asian regions –

Sunil Kaul (Asia Pacific) and Siegmund Dukek (Greater China) – will report to Jane Cui.

‘I am very pleased to welcome such an acknowledged professional and exceptionally agile manager of the calibre of Jane Cui to our team for our strategically important markets in Asia. With her professional expertise and dedication, Jane Cui will be a driving force behind the development and implementation of our sales and retail strategy and the expansion of Leica Camera AG’s network of partners in Asia. I wish her all the best in her new position and look forward to working with her on ensuring our mutual success’, says Oliver Kaltner, CEO Leica Camera AG.

‘I am thrilled to join the Leica family! There is so much history and so many stories are made by Leica. I look forward to be part of the team to help transform the company, and to continue growing the legacy of the Leica brand’, adds Jane Cui.

**For more information, please contact:**

Silke Bernhardt  
Global Director Corporate Communications  
Leica Camera AG  
Telephone: +49 (0)6441 2080 517  
[silke.bernhardt@leica-camera.com](mailto:silke.bernhardt@leica-camera.com)