



## Press Release

December 15, 2020

New Leadership Announced for Henkel Americas Adhesive Technologies

### **Henkel Appoints Nicolas Krauss Regional Head of Adhesive Technologies Americas**

Bridgewater, NJ – Henkel, a market leader of high-impact solutions in adhesives, sealants and functional coatings, announced that it has named Nicolas Krauss Regional Head of Adhesive Technologies Americas. Additionally, Krauss has been promoted to Global Head of Industrials and Electronics, leading one of the four divisions within Henkel Adhesive Technologies.

Krauss joined Henkel Adhesive Technologies in 2012 in Germany as Global Head of Strategy and moved to California in 2016 to lead the global Automotive Electronics and Electronics Materials business. In 2019, Krauss returned to Germany to serve as the Global Head of Adhesive Technologies Industrials.

With his strategic mindset, passion for building high-performing teams, strong track record and experience providing customized solutions across markets and technologies, Krauss is well-positioned to continue driving success in North America.

“Henkel is set apart from its competitors by our leading product portfolio, strong innovation mindset, deep customer understanding and talented global team. I am very much looking forward to being back in North America and joining my colleagues on the North America Executive Committee to build on the strong foundation and execute on Henkel’s purposeful growth strategy,” said Krauss.

Krauss holds a Masters of Business Administration from Harvard Business School, and a Masters in International Politics and International Business from New York University.

#### **About Henkel in North America**

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales of around 6 billion US dollars (5 billion euros) in 2019, North America accounts for 26 percent of the company’s global sales. Henkel employs approximately 9,000 people across the

U.S., Canada and Puerto Rico. For more information, please visit [www.henkel-northamerica.com](http://www.henkel-northamerica.com), and on Twitter [@Henkel\\_NA](https://twitter.com/Henkel_NA).

### **About Henkel**

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2019, Henkel reported sales of more than 20 billion euros and adjusted operating profit of more than 3.2 billion euros. Henkel employs more than 52,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit [www.henkel.com](http://www.henkel.com).

**Photo material is available at [www.henkel-northamerica.com/press](http://www.henkel-northamerica.com/press)**

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