


<b>Report</b>			
MCD Elektronik GmbH Hoheneichstr. 52 – 75217 Birkenfeld - Germany Tel. +49-7231 78405-0 – Fax: +49-7231 78405-10 CEOs: Bruno Hörter & Dr Thomas Däubler	Release date: 25.07.2023		Page 1 of 4
	Document version: V1.4	Editor: TS	Short title: MCD_23_001
<b>For immediate publication</b>		Queries to: Tobias Stange, <a href="mailto:Tobias.Stange@mcd-elektronik.de">Tobias.Stange@mcd-elektronik.de</a>	

## MCD Elektronik GmbH expands management

Bruno Hörter hands over company management to Dr Thomas Däubler

Birkenfeld, Germany, July 2023: When someone founds a company, develops it continuously and runs it successfully for many years, handing over to the next generation is yet another challenge - both for the founder and for the company. This is exactly where Bruno Hörter is now, who founded the company MCD Elektronik GmbH 40 years ago and has been running it ever since.

Some time ago, Mr Hörter announced that he would take care of ensuring the company's responsible continuation. With Dr Thomas Däubler, a capable and motivated managing director was found to whom the baton of company management can now be passed on with a clear conscience.

### Entrepreneurs with experience in the test field


Dr Thomas Däubler has been part of the MCD management since 01.06.2023. Dr Däubler has already held various positions at companies in the testing and automation industry. He also has a great deal of experience as the managing director of a medium-sized industrial image processing company. In this function, he has already successfully shaped and implemented the handover of the company management. Thus, the current task at MCD Elektronik GmbH is familiar territory for Dr Thomas Däubler.

### Innovative and successful on the market for 40 years

For the 40th anniversary of the company from Birkenfeld, located between Karlsruhe and Stuttgart, on the edge of the Black Forest, there will be no standstill. "This corresponds to our corporate DNA," says Bruno Hörter, who has always been aware of the importance of future-proof developments within the field of measurement and testing technology.

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That is why innovations, thinking outside the box and making the impossible possible have been part of the daily tasks of MCD Elektronik GmbH since the founding idea for a new type of calibration cable for HF level control in 1983. Whether universal test systems, USB hubs with individually controllable ports or measurement software tools with artificial intelligence, MCD always has an ear for its customers and an eye on developments in the industry. In the process, seemingly unrelated ideas can be combined through open communication across all subject areas and enthusiasm for novel approaches. This has been recognised in each of the past six years, with the company having been awarded as one of the "Top Innovators of German SMEs" via the innovation competition "TOP 100". In the category "Climate of innovation", MCD is even among the top 10 SMEs analysed in 2023.

### **The way to the future**

Bruno Hörter and Dr Thomas Däubler will jointly manage the business of MCD Elektronik GmbH until the end of 2023. In this way, the company will ensure continuity and a seamless handover, especially with regard to contact with suppliers and customers from the automotive, e-mobility and energy technology, sensor and aircraft construction, consumer electronics, medical and laboratory technology sectors. In addition, the new MCD Managing Director will benefit from the experience that company founder Bruno Hörter has gained over 40 years at MCD and which he is happy to share.

Dr Däubler will be supported in his tasks by the management team, which has been involved in running the company for many years. Dr Thomas Däubler is also committed to maintaining direct and open contact with the current 60 employees in order to be able to develop day-to-day work in a sustainable manner. "A handover of the management is primarily always associated with change, optimisation and analysis. Because those who simply follow in another's footsteps will never make progress," said Dr Thomas Däubler in his inaugural speech to the employees of MCD Elektronik GmbH.

*Characters: 3.134 (without spaces)*

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Images:




Image 1: Company founder Bruno Hörter (right) hands over the "baton" of MCD management to Dr Thomas Däubler (left).



Image 2: During his presentation, the MCD employees were able to get a picture of the new managing director and his philosophy.

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**About MCD Elektronik GmbH:**

MCD Elektronik GmbH was founded in 1983 and today employs 60 people.

The owner-managed company has its headquarters in Birkenfeld near Pforzheim. MCD Elektronik is active in Germany, Hungary and China and delivers to over 50 countries worldwide.

MCD Elektronik GmbH manufactures measuring and testing systems for electronics production for its customers from a wide range of industries. In doing so, the company consistently relies on zero-defect tolerance in quality assurance.

At productronica 2023, the MCD Elektronik GmbH presents its products and innovations in hall A1 on booth 155. Feel welcome to visit us!