



MEDIA RELEASE

V-ZUG strengthens its Executive Committee and management team:

Plumettaz named new Chief People & Culture Officer; Abt to head up Corporate Communications & Investor Relations

Zug, 8 July 2026 – V-ZUG has appointed Lorenzo Plumettaz (56) as its new Chief People & Culture Officer (CPCO) and a member of the Executive Committee. In addition, Markus Abt (58) has taken on the role of Head of Corporate Communications & Investor Relations with effect from the beginning of June 2026. The previous CPCO, Sandra Forster-Bernacchia, is leaving the company at her own request.

“With the appointment of Lorenzo Plumettaz and Markus Abt, we are purposefully strengthening V-ZUG in two strategically important functions. I would like to extend my sincere thanks to Sandra Forster-Bernacchia for her valuable contribution and we will always honour the memory of Gabriele Weiher, our former Head of Investor Relations,” said Christoph Kilian, CEO of V-ZUG.

Lorenzo Plumettaz will take over as Chief People & Culture Officer on 5 October 2026, assuming responsibility for the People & Culture function and thereby completing the Executive Committee of Switzerland’s leading manufacturer of premium household appliances. He brings with him over 25 years of international management experience.

Most recently, Plumettaz was Chief Human Resources Officer and a member of the Executive Committee at the Swiss department store group Manor AG, where he was also responsible for Corporate Communications. He specialises in organisational transformation and strategic HR management. He has gained international experience at various companies, including Rheinmetall Air Defence AG and Ford Europe. Until Plumettaz takes up his post, Adrian Ineichen, Chief Financial Officer, will perform the function on an interim basis.

Strengthening integrated corporate and financial communications

As Head of Corporate Communications & Investor Relations, Markus Abt has been responsible for V-ZUG’s strategic corporate and financial communications since June 2026. His key tasks include the targeted positioning of the company, internal communication and engaging with the media, investors and analysts. He succeeds Gabriele Weiher, who passed away unexpectedly in January 2026.

Abt has more than 25 years of international experience in corporate and financial communications. After working in strategy consulting, he has held leadership roles with global responsibility at Unilever, the Emmi Group and, most recently, Octapharma.

The function now reports directly to the CEO of the V-ZUG Group and combines corporate communications and investor relations under one umbrella.

For further queries, please contact media.office@vzug.com.

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Further information and materials available to download:

- [V-ZUG Media Corner](#)
- [Picture of Lorenzo Plumettaz, Chief People & Culture Officer](#)
- [Picture of Markus Abt, Head of Corporate Communications & Investor Relations](#)

About the V-ZUG Group

Swiss perfection for the home. Since 1913.

V-ZUG is Switzerland's leading brand in household appliances and markets its products in selected premium markets abroad. V-ZUG has been developing and manufacturing kitchen and laundry appliances in Switzerland for over 110 years and offers a comprehensive service in all its markets. The SIBIRGroup AG, which focuses on the Swiss-wide provision of all-brand servicing and the sale of household appliances, is also part of the V-ZUG Group. With its roughly 2,000 employees, the V-ZUG Group generated an annual turnover of CHF 567.4 million in 2025.

V-ZUG Holding AG is listed in the Swiss Reporting Standard of SIX Swiss Exchange in Zurich and represented in the Swiss Performance Index (SPI) (securities number 54 248 374, ISIN CH0542483745, ticker symbol VZUG).