

## **bitop announces new CEO**

With the beginning of 2019 bitop starts into a new year full of technological innovations and developments. This comes along with the appointment of its new CEO - Michael Braig, who started in January 2019 and brought a breath of fresh air combined with a strong track-record in sales, marketing and business development to the well-established company. Before joining bitop, Michael Braig was leading the Consumer Care Business of Galderma (Nestlé Skin Health) for 3 years. Prior to Galderma, he spent almost 5 years with Reckitt Benckiser, where he was responsible for the Health Care Business in Germany.