

THE CONNECTOR

The background of the cover features a complex, abstract geometric illustration. It is composed of numerous interconnected lines and dots, forming a network-like structure. The lines are primarily white and light blue, while the dots are small yellow and white circles. The overall shape suggests a stylized figure or a large, intricate object, possibly representing a network or a human form in a digital context.

ODU service oasis –
Our concept is based on a
well-established service network

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Around the world from Europe

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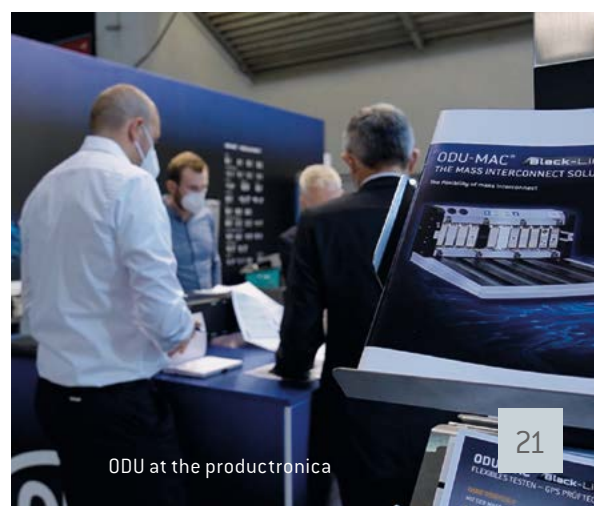
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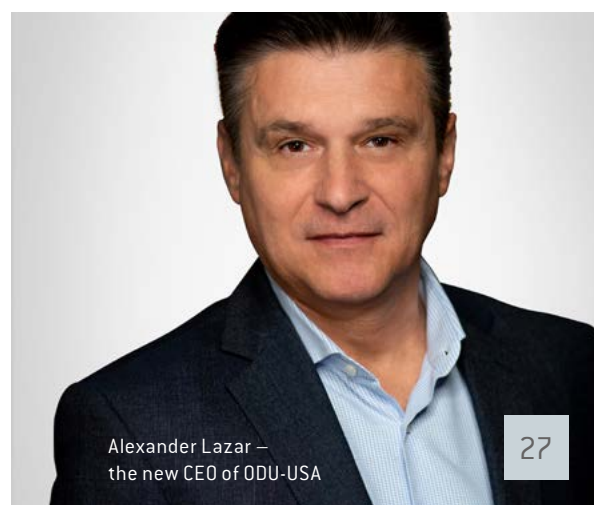
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ODU at the productronica

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Alexander Lazar –
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Around the world from Europe

According to Greek mythology, the supreme god Zeus fell so much in love with the daughter of King Agenor that he turned himself into a bull and kidnapped her, carrying her away on his back. The daughter's name was Europa, which is why the country he took her to became known as Europe. Today, it's a continent that bears this name and our headquarters are pretty much right in the middle of it: in Mühldorf a. Inn in Bavaria, Germany. That's the place we're setting out from to find exciting application areas for our products, for all of Europe and for the whole wide world. In this issue of THE CONNECTOR, you'll find out more about our sales organization in Europe and some customer projects, which, in turn, are sent out into the entire world by our customers from Europe.

And if you're looking for a speedy connection around the globe, take a look at our fiber optic solutions – for covering long distances in a flash. Around the world from Europe.

Enjoy your read!
Denis Giba
ODU Managing Director



Our latest developments in fiber optic technology, such as this ODU AMC® Series T

ODU – AROUND THE WORLD FROM EUROPE

ODU has a close-knit sales network. Our experienced sales engineers work for ODU all across Europe, maintaining close contact with our customers. And they're supported by a highly motivated back-office team in all that they do.

THE CONNECTOR Mr. Irl, how does the sales department approach its operations?

THOMAS IRL Because of our strong service orientation, we always have our customers in mind. We make ourselves available and approachable and see ourselves as problem solvers. ODU has always stood for **quality, consistency and continuity, long-lasting partnerships, cost-effectiveness and, to a growing extent, for speed and availability**, too.

THE CONNECTOR What is it that's so remarkable about the ODU field service?

THOMAS IRL Along with our sales engineers and ODU subsidiaries, we work with numerous regional distribution partners. It's this close-knit network that enables us to be close to the customer. The ODU field service brings technical advice straight to the customer.

This structure has proven truly worthwhile in the regions. Every customer has a direct contact person and ideally, this is someone who shares the customer's national language. The interaction within the company – i.e. between area sales, business development managers, internal sales, product managers, construction and product design – is extremely important. It takes a well-coordinated team to be fully able to flexibly adjust to whatever circumstances come our way – like digitizing business relationships during lockdown. It's the physical and mental "short paths" that get us and our customers to the right destination.

"Connector solutions are our business. With passion and expertise, we've come alongside our customers to find solutions for decades – no matter how complex the task."

THE CONNECTOR Who are ODU's customers and where are they located?

THOMAS IRL Our target groups are buyers, developers and designers from the fields of medical technology, test & measurement technology, industrial electronics and military technology. In medical technology, we follow the latest developments in robotics, endoscopy and MRI technologies with great interest. Manufacturers are also counting on ODU in the area of heart-lung machines, where it's a question of life and death.

ODU connectors are used wherever data, media, power, etc. have to be transmitted safely, whether on a test bench during crash tests or for rapid data transmission between emergency



Thomas Irl,
Sales Director Europe

and action forces – and all over the world. Our ODU production and sales teams are practically located on the doorstep of our customers in Europe, China and the US. We produce “local for local” and are nearby and easy to reach, which means that the availability of our products is always high.

THE CONNECTOR Could you share with us your outlook on the future? What’s your plan for the company and its products?

THOMAS IRL We’d like to continue to grow, to build up our expertise through new projects and to innovate together with our customers, developing new products for new applications. While this may sound simple, it’s exciting every time, and for every single project.

ODU SALES EUROPE



Sales Germany



Central Germany

Mario Rausch
Oliver Espenner
Alexander Moch



Northern Germany

Dirk Wüsteneck



Southern Germany

Thomas Bitzenhofer
Johannes Preis
Armin Wohlhaupter
Carsten Hofer



ODU Subsidiaries in Europe

-  ODU United Kingdom
-  ODU France
-  ODU Denmark
-  ODU Scandinavia
-  ODU Italy
-  ODU Romania
-  ODU Russia
-  ODU Switzerland (Thomas Bitzenhofer)
-  ODU Austria (Roland Wöhrleitner)

TELEREX
Telecommunications
www.telereurope.com
inkom
Industriekomponenten AG
www.inkom.se
GARAM
www.garam.se
inEltro
www.ineltro.ch
T&G
ELEKTRO
www.tgelektro.com
ΩMEGA
www.omegafusibili.it
R Radiotechnika
marketing s.r.o.
www.radiotechnika.com.pl
SÄHKÖLEHTO®
www.sahkolehto.fi
SACA
europa
www.sacaeurope.com




SERVICE OASIS ODU

Our concept is based on a well-established European service network.

Consistency & continuity

ODU recently received an email from a customer thanking us for our prompt and professional service, adding something along the lines of: "Apparently you can still find oasis in the service desert." We're thrilled with feedback like this and of course our response is: Yes! Goal met. Delivering perfect customer service is what we're all about, and in great part thanks to our professional team, of which we're proud.

The next generation

Johannes Preis is a new addition to this team and thus part of our service team, too. He joined us in September 2020. He succeeded Andreas Meinlschmidt and is responsible for the Nuremberg, Ingolstadt and Regensburg areas.

Johannes Preis is a state-certified mechanical engineer and has been with ODU since 2017. Prior to joining us, he completed a one-year internship in the US in the area of sales and design at a mechanical engineering company. At ODU, he was initially responsible for the modular connector division in our Application Center. It didn't take long for him to be assigned to the ODU DOCK Silver-Line division in addition.

„My goal is to provide the best possible support to existing customers and to get new customers excited about ODU. I have a strong ODU team behind me, that supports me with their knowhow and experience for any tasks that arise.“

Johannes Preis, Field Sales Manager



„ODU Italy's latest project has been for an army communications system – we're supplying the respective connectors and cable assembly for it. It took us two years to build up the partnership and trust that we now share. Today, I'm happy and proud to say that the customer chose ODU for its reliable connectors, service and short response time.“

Fausto Comi, Regional Sales Manager Italy



ODU in Italy

Fausto Comi is our man in Italy. He's been working for ODU for seven years now and brings to the task more than 20 years of experience in the connector and component market.



Partnership & Service Commitment

Fausto Comi has been supported in his work by Omega Fusibili S.p.A. since 2021. Omega Fusibili specializes in the manufacture and distribution of high-quality components for the electronic, electrical and electromechanical market. Thanks to an extensive distribution network, and in collaboration with Fausto Comi, our customers in Italy have a regional contact close by at all times.

„Thanks to our 130 employees and excellent sales team, we're able to serve ODU and its customers in the best possible way.“

Roberto Ciboldi, OMEGA Managing Director, is leading the family business into its 3rd generation.



ProLog AirClean GmbH & ODU

CLEAN AIR thanks to the ODU-MAC[®] Blue-Line

Clean air in closed rooms has become more important than ever. ProLog AirClean GmbH, in cooperation with ProLog Automation GmbH & Co. KG has developed a mobile cleaning device that cleans and disinfects the air. The vehicle is equipped with a cleaning unit that demonstrably reduces viruses in the air, such as the current SARS-CoV-2 virus, and other pathogens. The robot autonomously travels from room to room, moving around each space to maximize air capture. A docking connector from the ODU-MAC[®] Blue-Line ensures a secure connection between the mobile substructure and the cleaning unit.

ProLog AirClean GmbH from Freiberg am Neckar is manufacturer and distributor of air purification equipment that purifies the air from unwelcome passengers, such as the coronavirus, bacteria, allergens, germs and odors.

With ODU, ProLog AirClean is relying on an internationally experienced partner with extensive technical expertise.



THE CONNECTOR Why is the ODU-MAC[®] Blue-Line the right solution for your product, the ProClean AGV mobile air purification unit?

LISA HERRE Using connectors, we were able to create a quick-change function so that the air cleaning attachment can be lifted by the autonomous robot at any time and exchanged for another attachment with the very same plug connector. This way, the driverless transport vehicle can be adjusted to meet the current requirements of the situation.

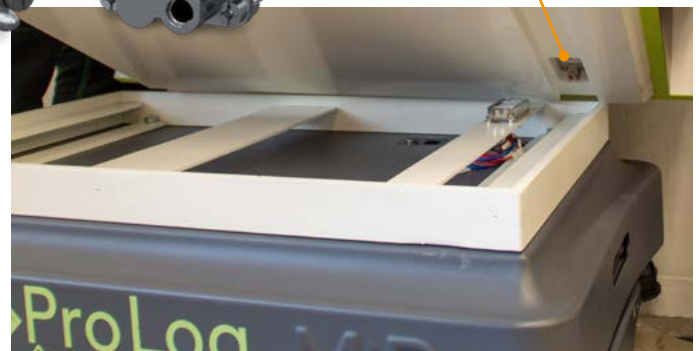


LISA HERRE HAS BEEN CEO OF PROLOG AIRCLEAN GMBH SINCE
JUNE 2021

ODU-MAC® **Blue-Line**
ensures a secure and
flexible connection.



The ProClean AGV cleans and disinfects
the air in closed rooms.



THE CONNECTOR How important is the modular design of the ODU-MAC® Blue-Line for your application?

LISA HERRE Very important. It's only with that kind of connector that a quick-change function can be implemented. Otherwise, all electrical components would have to be laboriously rewired with cables or plugged in. The main electronics can remain under the cover and this, in turn, increases safety. The connector makes it quick and easy to change the superstructure for its respective intended use.

THE CONNECTOR What aspects convinced you to work with ODU?

LISA HERRE

- ODU's quick implementation of our requirements and willingness to solve problems
- Professional advice and creative support
- Friendly personal interaction and reliability
- The quality of the technical components

THE CONNECTOR What loads is the ProClean AGV exposed to in daily operation? What's required of the interface?

LISA HERRE One application example for the ProClean AGV is the care sector. Early in the morning, it can be used as a ward-round trolley. It saves the employees from having to push it between patients' rooms. Afterwards, the ward-round abutment can be taken off and fitted with the cleaning attachment. The connector not only centers the abutments, but also ensures the power supply and is integrated in the emergency stop circuit.

TRUMPF & ODU

GOOD PARTNERSHIP as a driver of innovation

ODU and TRUMPF
Laser in Schramberg

1995

The business relationship between the TRUMPF Group and ODU goes back 25 years. It began at TRUMPF Laser in Schramberg, Germany. A new collaborative project was launched in 2017 between TRUMPF Photonics in the USA, ODU-USA in Camarillo, CA, and Technical Sales at the ODU headquarters in Mühldorf. The goal was a joint development of a new connector for the TRUMPF TruDisk laser.

2000

What a success! Today, the connector is an essential component part of the TRUMPF laser pump source in the TruDisk high-power solid-body laser. This laser is used, for example, for the welding, cutting or surface processing of metals. In other words, wherever high power and the highest beam quality are required.

The new generation of TruDisk lasers offers excellent benefits, especially thanks to its significantly small footprint and even greater robustness. It also has an intelligent interior. The data quality of the sensors monitoring all the important parameters in the TruDisk lasers has greatly increased – the new generation is now ideally prepared for future Industry 4.0 services, such as condition monitoring. Thanks to increased efficiency, a new pulse function and intelligent energy management, TruDisk lasers are energy-efficient in all operating states.



ODU LAMTAC® current connector
with contact bolt



MICHAEL BAUMGARTNER, APPLICATION MANAGER,
LOOKS AFTER ALL CURRENT TRUMPF PROJECTS



The TruDisk laser in operation at a TRUMPF customer facility. It was integrated to produce a precise, customer-specific laser-cut part.

2010

TRUMPF Photonics
and ODU-USA project launch

2017

2020

Another goal of the project was to optimize the production of the TruDisk laser by developing a new counterpart – the so-called contact bolt – to the then recently introduced ODU LAMTAC® power connector and to anticipate the constantly increasing demands on the customer market. For ODU, the challenge with this connector was to ensure both high current transmission and the lowest possible contact resistance, with low heat generation.

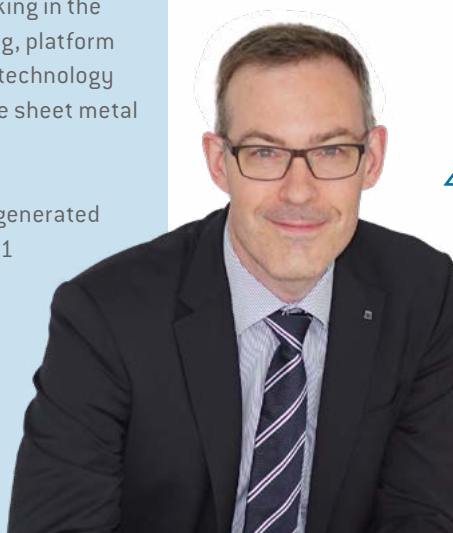
The solution: a complex interplay of particularly high-performance materials, a customized coating of the contacts and a special design for all the components.

For TRUMPF its successful collaboration with ODU is based on the following three points:

- 1. Trust:** This is what our successful collaboration is based on, along with a solid, long-lasting partnership.
- 2. Performance:** The material purchased from ODU is of the highest quality. Response times, especially at ODU headquarters, are excellent. ODU offers outstanding service based on knowhow, experience and flexibility.
- 3. Shared values:** TRUMPF and ODU are consistent when it comes to their mutual commitment to social and environmental responsibility and ethical business practices.

About TRUMPF: The high-tech company TRUMPF offers production solutions in the fields of machine tools and lasers. The company is driving digital networking in the manufacturing industry through its consulting, platform and software offerings. TRUMPF is the global technology and market leader in machine tools for flexible sheet metal processing and industrial lasers.

With some 14,800 employees, the company generated nearly 3.5 billion euros in sales in the 2020/21 fiscal year. The long-term approach that distinguishes TRUMPF as an independent family-owned company is what makes the company a guarantor of continued innovative power.



ODU is a reliable, long-standing partner and supplier of TRUMPF and has in-depth electroplating expertise. Our trust-based collaboration results in synergy for both sides – both entrepreneurial and technical.

DR. JOERG ROSCHER, DIRECTOR OF SUPPLY CHAIN AND
QUALITY MANAGEMENT AT TRUMPF PHOTONICS INC.

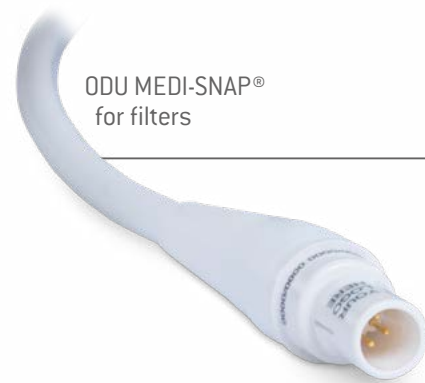
The complete package for MEDICAL TECHNOLOGY

ODU offers ideal connections for devices that perform vital functions – in other words, heart-lung machines (HLM) and extracorporeal membrane oxygenation (ECMO) devices. Due to an increasing need for these applications over the past few years, ODU was able to expand its experience and expertise in this sensitive market area to a huge extent. Leading manufacturers worldwide rely on the high-quality, reliable connectors.

The reason for this is the necessary networking of the various apparatuses – which really means that devices and applications need to be compatible with one another. What may look like a small requirement in the beginning can, however, grow into a large-scale project with a multitude of connectors interconnecting various medical systems. It is not uncommon for such complete solutions to be required – and it is precisely such solutions that ODU can offer to medical technology manufacturers, thanks to its in-house expertise with production sites in Germany, Romania, Mexico and China. This ensures additional flexibility and delivery performance.

Medical technology products in particular are subject to strict regulations that can now only be met by specialized

manufacturers. ODU specializes in exactly this type of complete solution and offers its customers an all-round care-free package: quality testing, complete documentation and laser labeling – a complete solution, including cable assembly, and all from one source. This way consistent high quality can be ensured.



ODU MEDI-SNAP®
for filters

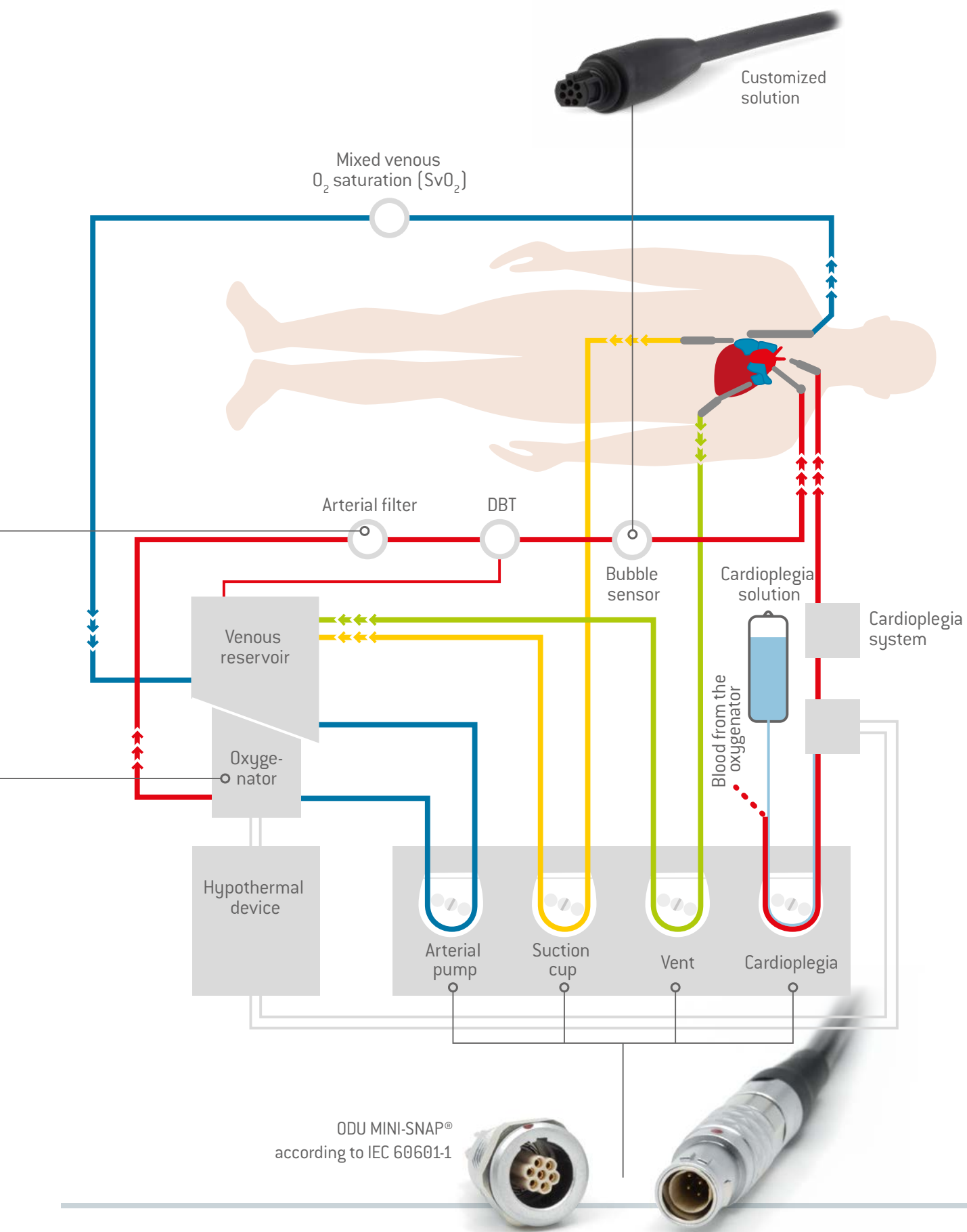


ODU MINI-SNAP®
for sensors



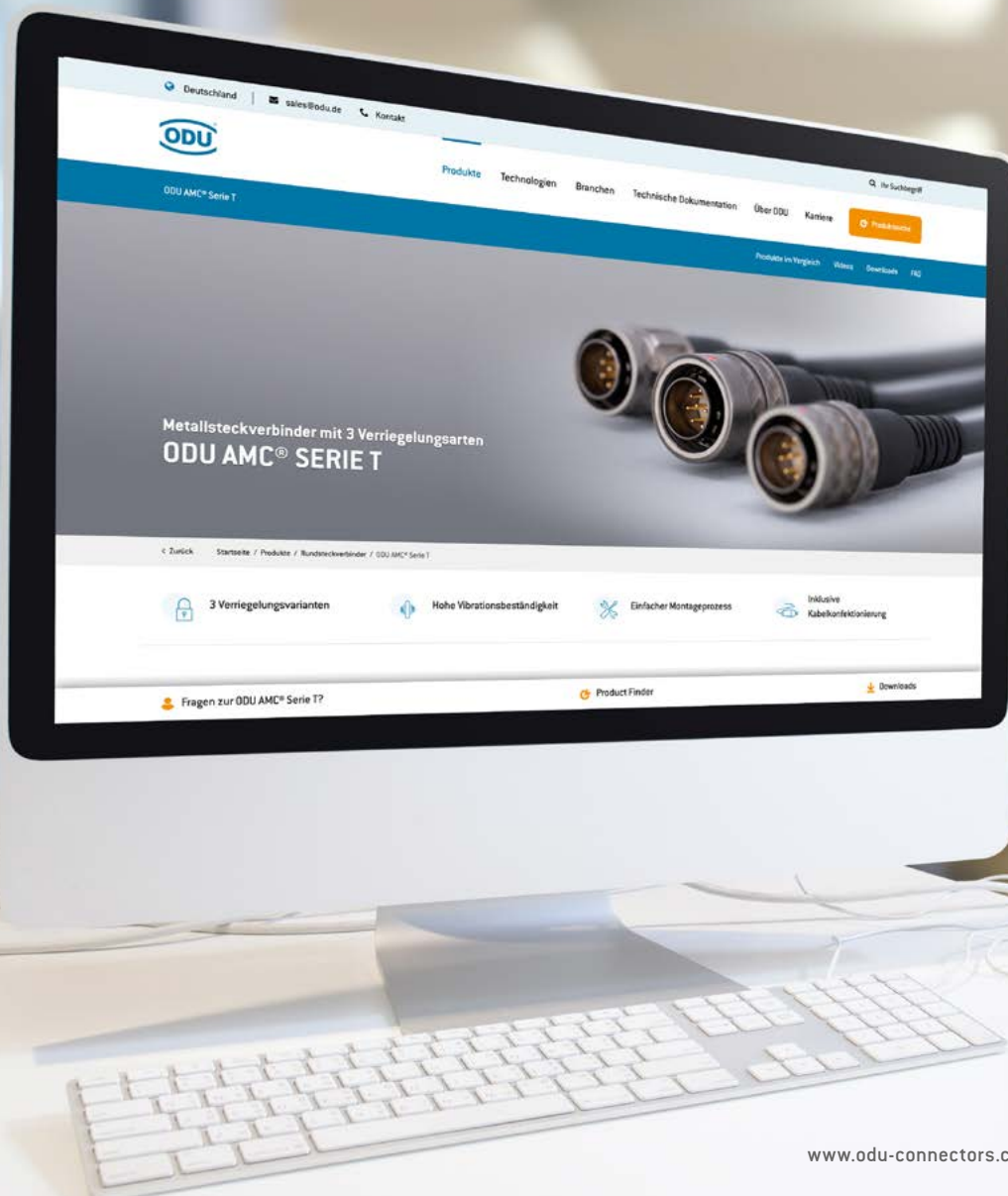
We're looking beyond our noses and offering our customers far more than just a connector. Rather, we're setting new standards with our connector solution standards at interfaces – and this foresight pays off for the customer. With ODU, our customers have an experienced partner at their side who's passionate about connectors.

MATHIAS WUTTKE,
BUSINESS DEVELOPMENT MANAGER MEDICAL
mathias.wuttke@odu.de



NEW WEBSITE

Innovative, customer-oriented and focused on the essentials – what has guided our product development for decades is now also reflected in our online presence. At the end of 2021, ODU launched a fresh new website that's clear, user-friendly and filled with new visuals.



Speed is sweet!

Because we want you to be able to find information, data sheets, STEP files, dimensions and other technical information more quickly, more easily and in a more user-friendly fashion, we've optimized our website and will continue to do so.



Use our ODU Product Finder, too!

www.odu-productfinder.com

Win a MYSTERY BOX

We'd like your opinion

What we'd like to know:

- Where do you find out about new products?
- Is there any additional information that you'd like to find on our website?
- Where do you buy your ODU products?

The survey takes about as long as it does to have an espresso – less than three minutes. So why not do something that's both pleasant and useful? Give yourself a short break and help us optimize ODU's offering for you. You can also win a mystery box – filled to the brim with goodies big and small for your everyday life.

Let yourself be surprised!

Scan the QR code to participate!

What might be
in this box?
Find out!

The closing date for entries is May 1, 2022.

The winners will be drawn after that date and notified by email. To be able to send you your prize, we'll need your postal address. ODU will pay for shipping. ODU employees are excluded from the competition. Legal recourse is excluded.

PLANT EXPANSIONS

We're expanding our capacities around the world

THE CONNECTOR talks with COO Robert Klemisch

THE CONNECTOR Mr. Klemisch, as Chief Operating Officer (COO) of the ODU Group, you're currently in the process of expanding some of ODU's plants. Which ones in particular?

ROBERT KLEMISCH We manufacture most of our products in our European plant network at the Mühldorf am Inn and Sibiu (Romania) sites. And that's also where the most massive expansions are taking place.

THE CONNECTOR What sort of expansions are we talking about?

ROBERT KLEMISCH We first managed to secure sufficient space at both sites to last us for well over the next decade. In Mühldorf, two large buildings for metalworking and assembly are currently under construction. There's also a state-of-the-art bulk electroplating plant, which is needed for our very successful eMobility contact technologies.

THE CONNECTOR Are new buildings being built in Sibiu, too?

ROBERT KLEMISCH Yes – we'll be adding to the existing plant and Sibiu will become our second site with its own electroplating shop, mostly for our various circular connectors with metal housings. This is a milestone, one we see as a strategic advantage for our customers, since having our own electroplating shop, with all its features, gives us an enormous amount of independence, and enables us to have our own wide range of varieties, too.

THE CONNECTOR Interesting! And what about outside Europe?

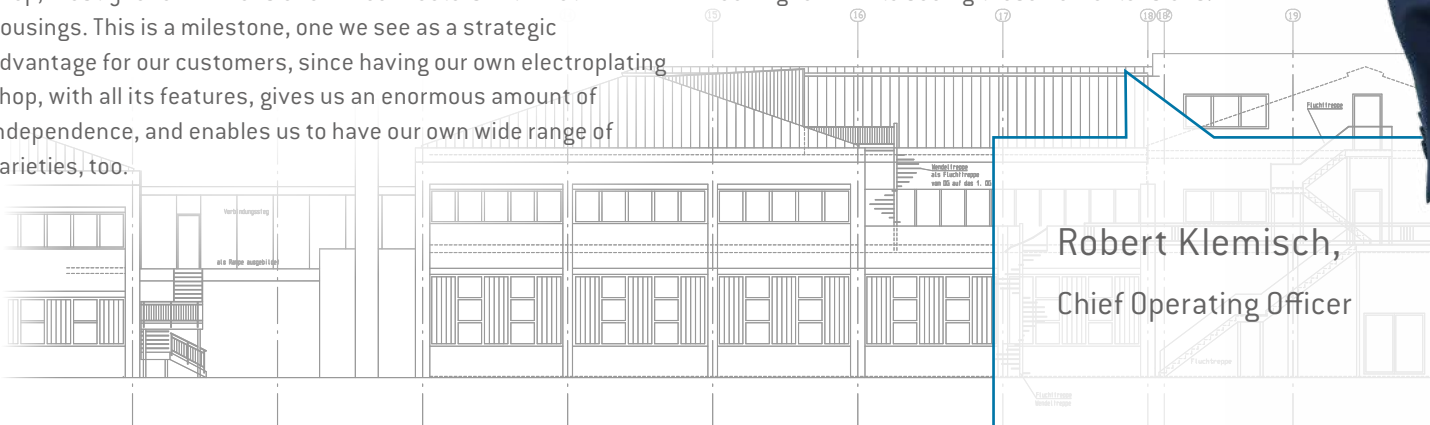
ROBERT KLEMISCH More and more customers are contracting us to manufacture their entire cable assemblies. For this reason, we've significantly expanded our cable assembly capacities in Shanghai, China, in Tijuana, Mexico, and even in Camarillo, USA, to include rapid prototype production. Half of all projects include an assembly solution, and of course these have at least one ODU connector!

THE CONNECTOR And for how long will these capacity extensions be sufficient?

ROBERT KLEMISCH Our customers know this better than we do, but in 2020 we reached our limits in some cases. With these measures, we're launching a global capacity expansion, which includes three further phases – almost modular in design. This means that we have done the planning work and can respond quickly to any given situation. As with our customers, we also rely on long-standing, proven trades with our partners.

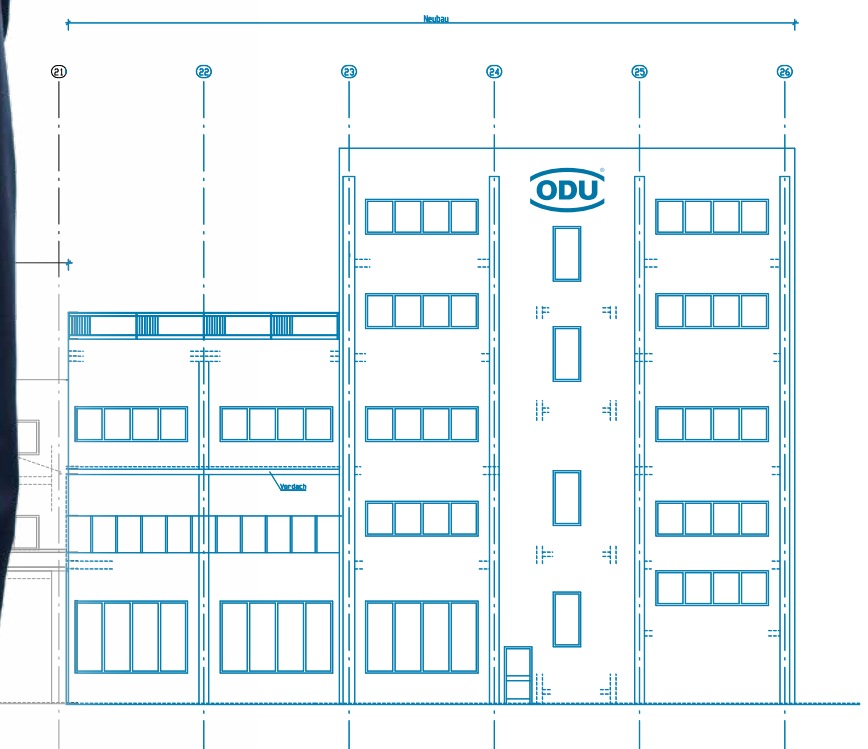
THE CONNECTOR Thanks so much, Mr. Klemisch – we're looking forward to seeing these new extensions.

Robert Klemisch,
Chief Operating Officer





The second planned plant (framed in blue) at our Sibiu location with its own electroplating and turning shop.



In just a few months, ODU will have a new turning shop and assembly hall up and running in Mühlendorf.

Impressions from the ODU plant expansions in Mexico and Camarillo (USA)



Expansion area in Tijuana, Mexico



Prototype manufacturing in Camarillo, USA

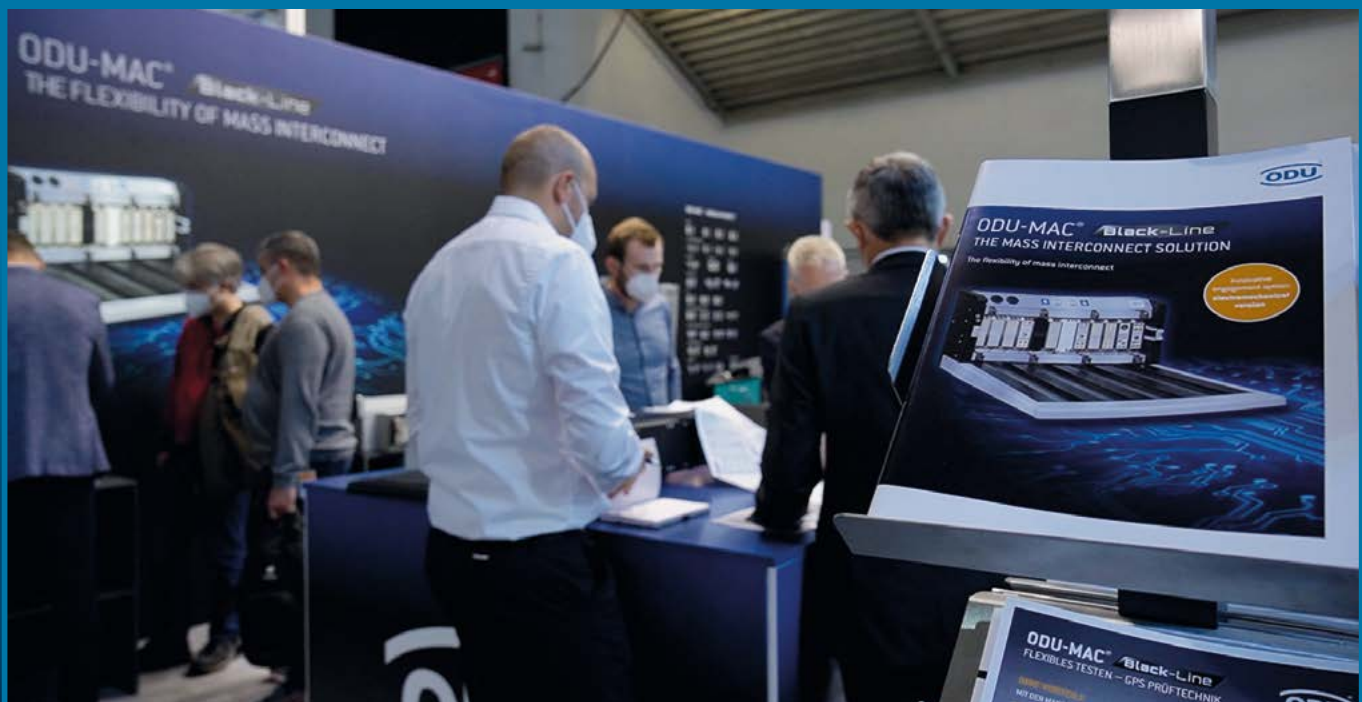
PERSONAL CONVERSATIONS

at productronica

From November 16–19, 2021, the productronica trade fair took place in Munich.

The ODU-MAC® Black-Line was presented in both the electro-mechanical version and the version with a manual lever. An original control cabinet, in which ODU's Mass Interconnect interface was integrated, attracted a great deal of interest at the booth. In addition to the extended module selection, there were also new cable boxes – accessories that protect the connection area of the interface.

Visitors were clearly pleased with the personal exchanges they had at the booth. They examined the samples in great detail and closely scrutinized the functionality of the ODU-MAC® Black-Line. The ODU solution for the mass interconnect market continues to grow, and will soon receive a dedicated website, too.



System solutions

ODU FIBER OPTIC

As digitalization is progressing, the demands on high-performance and interference-free data networks are growing, too. ODU Fiber Optic technologies enable maximum data transmission and minimum latency to be combined with a range of future-oriented functionalities.

The ODU Fiber Optic portfolio

When it comes to harsh environments, we offer system solutions that allow for up to 100,000 mating cycles with expanded beam technology, depending on requirements and connector series. The portfolio also includes reliable physical contact technology with low insertion loss for up to 1,000 mating cycles. For short transmission distances, polymer optical-fiber system solutions are also available as a cost-efficient optical connection.

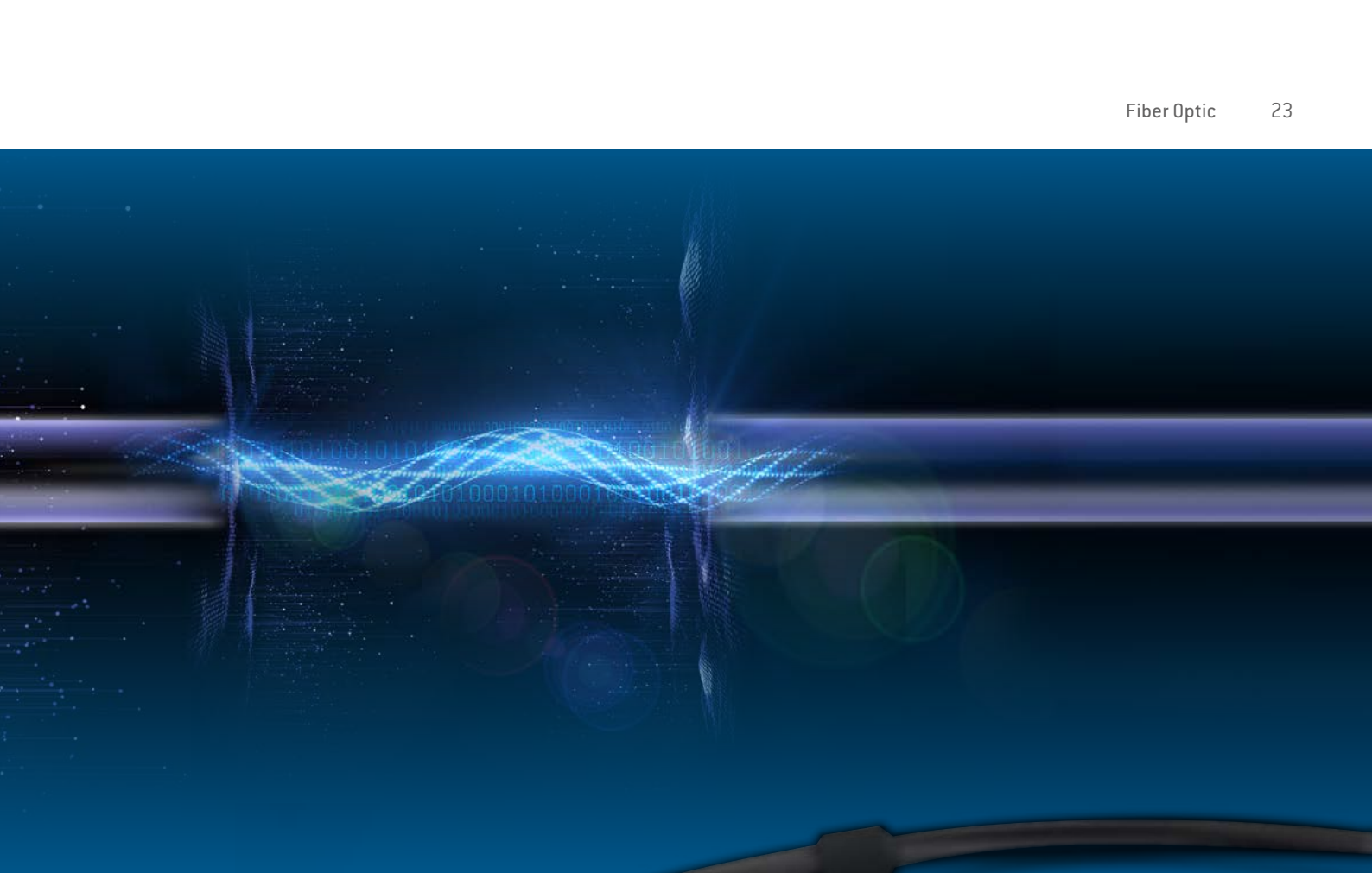
- GOF (multimode/singlemode) and POF system solutions
- Fiber-only and hybrid systems
- High number of mating cycles
- Available in the ODU MEDI-SNAP®, ODU MINI-SNAP®, ODU AMC® and ODU-MAC® series
- Available as a fully assembled solution

The completely re-developed and expanded beam performance with up to 12 fibers complements the portfolio. It offers extremely high-quality transmission properties that withstand mechanical stress, environmental influences and harsh conditions.

- Fiber types: singlemode and multimode
- Configurations: 2 to 12 fibers
- Excellent optical attenuation properties

The ODU Fiber Optic portfolio also includes solutions for circular connectors and the ODU-MAC®. Polymer optical fiber, physical contact and expanded beam configurations are possible.





The ODU AMC® Series T Expanded Beam Performance is a fiber optic solution that has been developed further.

APPLICATION AREAS:

ODU Fiber Optic is ideally suited to military and security technology, industrial outdoor applications and mass interconnect solutions such as the ODU-MAC® Black-Line. The technologies are available in circular connectors, modular connectors as well as customized connectors.

We've developed fiber optic (fiber-only) and hybrid connection solutions. These are designed as fully assembled solutions to fit each application and ensure a flawless connection.

Modular fiber optic solutions



New! For additional safety and flexibility

3 LOCKING TYPES in one connector

The new ODU AMC® Series T connectors are robust, tight, reliable and offer almost unlimited possibilities. Simply select the right housing size, locking type, cable connection type, number of contacts and coding.

Application strengths

- High vibration resistance thanks to trapezoidal thread with serration
- Waterproof according to MIL standard 810
- Multi-sealed mechanical area, protection against water, dirt and dust
- Easy field assembly and installation
- Suitable for MIL backshell and MIL crimp contacts

The ODU AMC® Series T connectors are available in two housing sizes. The cable connection can be made as an overmolded variety or with standard 38999 MIL backshells.

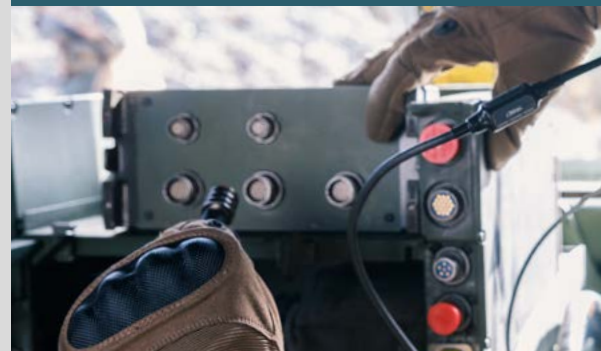
The ODU AMC® Series T is suitable for use in the areas of military, security and communication technology as well as in civil applications such as heavy industry. The connectors can be assembled in the field. Even the individual contacts can be replaced or repaired in the field. This saves emergency forces valuable time in the event of an emergency.

PROPERTIES OF THE ODU AMC® SERIES T

- Waterproof up to 1 m (IP6K9K)
- More flexibility: 1 receptacle, 3 locking options
- Backshells and crimp contacts according to MIL standard
- Reverse gender available
- For use in temperatures ranging from -65 °C to +175 °C
- Isolated mechanical area and one-piece housing
- Standardized and individual cable connection options
- Small, compact design
- Easy to handle, optimized assembly process
- Mechanical coding, color coding and full-mate indicator



The "T" stands for "triple" and the 3-in-1 locking mechanisms are: push-pull, break-away or thread-lock.



The ODU MEDI-SNAP® portfolio has now more to offer!

ODU MEDI-SNAP®

available in size 3.5



Hybrid, high-pole, flexible

The ODU MEDI-SNAP® portfolio has proven itself as a reliable, touch-proof solution for demanding applications in medical technology, test and measurement technology as well as for industrial applications. Now available in the new 3.5 size, the classic from the plastic circular connector portfolio offers hybrid technologies as well as high-pole solutions. What's more, it is so flexible that its application design can be quickly adjusted to the customer's specific needs.

Special inserts for hybrid solutions offer enough space for more signals, in combination with the transmission options for current and fluids, too. Customized solutions for other media, such as coax or fiber optic, can also be accommodated. In a signal-only variant, there is sufficient space for 41 contacts.

APPLICATION AREAS

The portfolio extension of the ODU MEDI-SNAP® size 3.5 is suitable for applications in the fields of medicine, industrial applications and digital test and measurement. Test equipment, battery balancers, defibrillators, robot connections, endoscopes, LED devices, entertainment systems and uninterruptible power supplies are just some of the possible applications.

THE MAIN FEATURES:

- ✚ Maximum performance in the smallest of installation spaces
 - Space for up to 41 signal contacts
 - Media such as signals, current and fluids combined in one interface
 - Solutions for coax and fiber optic upon request are in the planning
- ✚ User-friendly, safe and reliable due to
 - Easy connection through push-pull locking mechanism
 - Optional print connection for high pole density enables easiest mounting
 - Highest patient protection according to IEC 60601-1: 2 MOPP, 2 MOOP
- ✚ High flexibility
 - Wide variety of media inserts and contact layout designs due to modular design principle
 - Various designs available:
Sealed/unsealed straight connectors in combination with sealed/unsealed receptacles for front or rear mounting
- ✚ Lightest possible weight due to plastic housing

ODU offers flexible system solutions consisting of push-pull connectors, cables with matching assembly and optional labeling.

ODU-MAC® ZERO

Connectors for test and measurement technology

Absolutely reliable results and a high level of adaptability are crucial in test and measurement technology. The higher the degree of automation, the more important time efficiency becomes, too.

The ODU-MAC® ZERO offers a suitable solution. It is a compact, modular connector with snap-in locking and a tear-off function. Easy handling as well as lightning-fast mating and unmating are guaranteed. The housing is available in either white or black. The customized combination of signals, power, data rates and coax in one interface creates a flexibly adjustable solution.

IN A NUTSHELL

- Up to 60,000 mating cycles
- 3 different cable outlets: 0°, 45° and 90°
- Available from 1 unit
- Simple snap-in locking
- Tear-off function = quick disconnection
- Cable assembly included



A compact modular
break-away connector



A warm WELCOME to the new CEO of ODU-USA

Alexander Lazar studied electrical engineering at the Ruhr University in Bochum, Germany, and complimented his engineering studies with an MBA in Stuttgart. He has worked for companies such as Hewlett Packard (Agilent), Zeiss and Würth Elektronik ICS. In 2013 Alexander Lazar became Head of Technology at Würth Elektronik ICS in Germany. He then worked as CTO for the company's subsidiary in the USA and was appointed CEO there in 2018. With Alexander Lazar as CEO, ODU-USA will continue to increase the market share in North America. Here a short personal profile.



ALEXANDER LAZAR, CEO ODU-USA

HOBBIES

Pinball collector, travel, scuba diving

PROFESSIONAL GOALS

To help ODU to achieve all business goals while developing a sustainable company culture focused on people, teamwork and performance.

FAVORITE VACATION DESTINATION

Anywhere where I can enjoy the sun, the beach or a pool, excellent food – with a cold beer – and forget about work related topics most of the time.*

WHAT I APPRECIATE MOST IN PEOPLE

Integrity, open-mindedness, enthusiasm about their job and the company

STRENGTHS

My ability to listen and be open-minded.

WHAT I APPRECIATE ABOUT ODU

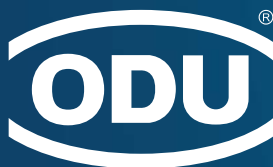
The great international teamwork and dedication across several continents, the pride that every employee takes in our products and services.

FAVORITE QUOTE

"Impossible is just a big word thrown around by small men who find it easier to live in the world they've been given than to explore the power they have to change it. Impossible is not a fact. It's an opinion. Impossible is nothing."

Muhammad Ali

*Editor's note: ODU-USA is based in sunny California!



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