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News

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BoMill strengthens its organization with Marketing Manager and Area Sales Manager

BoMill, the Swedish company supplying innovative grain quality sorting technology, recently announced that it has strengthened its organization in several departments, from finance and technology development to marketing and sales. BoMill's Marketing Manager, Denis Boissau, and Area Sales Manager, Manfred Hauner, have recently taken their respective roles and will now play an important part in executing BoMill's updated business strategy, with a stronger focus on key segments.



Denis Boissau joined BoMill as consultant early 2020 and will now assume the position of Marketing Manager, based at the company's headquarters in Malmö, Sweden. In this position, Denis will drive the marketing activities of the company and support the development in key segments.

Denis has 20 years of international experience in B2B marketing and sales, with various positions in the chemical, timber, and agricultural sectors. Prior to moving to Sweden, Denis worked as Strategic Marketing Manager for a large agricultural cooperative group in France. He holds a Master in Wood Science & Technology from ENSTIB (France) and an MBA from the Bradford School of Management (UK).



BoMill has identified the malt house and brewing industry as a key market and a central component of the company's revamped strategy. Manfred Hauner joins BoMill as Area Sales Manager with a primary focus on accelerating BoMill's presence and growth in the malting and brewing sectors. He is based in Nuremberg, Germany.

Manfred has 30 years of experience working in engineering of malting plants, sales for malting and grain handling equipment as well as for brewery equipment. Most recently Manfred worked for a supplier in the brewery and beverage industry. Having held various positions with large multinationals in the malting and brewing industry, Manfred brings an

extensive network and expertise that will contribute to strengthening BoMill's presence in Germany and across Europe. He started his apprenticeship as Brewer and Maltster, obtained the Brewmaster's Diploma, graduated as Mechanical Engineer (Dipl.-Ing. FH) and MBA before completing his education with a Ph.D. in Postharvest Technology. Manfred is also Beer Sommelier.

"The appointments of Denis and Manfred will support the implementation of our business strategy and further strengthen our international reach. I wish them a warm welcome and best of success in their respective roles." commented Andreas Jeppsson, CEO of BoMill.

For more information about BoMill, please contact:

Andreas Jeppsson, CEO

Phone: +46 (0) 727 001 182

E-mail: andreas.jeppsson@bomill.com

Denis Boissau, Marketing Manager

Phone: +46 (0)708 917 178

E-mail: denis.boissau@bomill.com

Manfred Hauner, Area Sales Manager

Phone: +49 172 155 9088

E-mail: manfred.hauner@bomill.com

BoMill has developed and is marketing a patented technology for sorting grain on a commercial scale, based on the internal qualities of each kernel. The method is the only one of its kind on the market today and is estimated to have the potential to become a Golden Standard within the industry. The Company operates in several markets and has sold sorting equipment to a number of reputable companies in the grain industry. For more information about BoMill, please visit www.bomill.com.