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FOR IMMEDIATE RELEASE

Bridging the Gap Between the Black Forest and Denver . . . Tula Executive Search finds a General Manager for an innovative German cleantech niche leader

ATLANTA: Many global expansions fail because of cultural mismatches. In particular, German manufacturing practices and United States western culture may clash. Finding the right executive to lead a German cleantech firm's expansion into the U.S. demands a rich understanding of both cultures.

The gap, however, can be bridged, as **Tula Executive Search** has recently shown. The executive search firm has placed Arnd Becker as general manager for J. Schneider Elektrotechnik GmbH *in the United States, heading the firm's new manufacturing facility in Denver, Colorado.* "Arnd Becker is an experienced global renewable energy executive with superb contacts and the passion to excel. We are absolutely delighted to have him join J. Schneider," explains Bernard Vanderlande, Tula's managing partner.

Bettina Schneider, Managing Director of J.Schneider Elektrotechnik GmbH, said, "Bernard Vanderlande guided us to a number of impressive candidates, and we are pleased to find an executive of Arnd Becker's caliber to lead our new U.S. subsidiary, J. Schneider Power Supplies, Inc."

The opening of the Denver production facility on June 22nd is a significant milestone for the German cleantech leader. The new automated facility will globalize the manufacturing base for all three of J. Schneider's business units: transformers, electric drive service centers, and high voltage- and uninterruptable power supplies. Moreover, Denver is an ideal location for J. Schneider to reach the wind, solar and other renewable energy sectors in the United States.

About J. Schneider Elektrotechnik GmbH

From a small German repair shop to a high-tech manufacturing facility in Denver

Founded in 1939 as repair shop for electrical machinery, J. Schneider Elektrotechnik GmbH is today a leading manufacturer of industrial power supplies. The firm was recently named one of the top 100 innovative medium-sized companies in Germany.

About Tula Executive Search

At Tula Executive Search, the principals combine a wealth of business and search expertise with a passion for and focus on renewable energy, sustainability and emerging technologies, conducting projects around the globe from the head office in Atlanta, Georgia. The company's principals believe in the future of these industries and that these industries are the future. They have taken the time to study the markets and learn the industries, so they really understand the issues. With long careers in finance and international commerce, Tula's principals have the experience to relate to business challenges, from entrepreneurship to financing, and a track record of finding exceptional leaders for a variety of renewable energy and emerging technologies companies, and the sustainability market. A Tula Executive Search candidate comes prepared with a portfolio of global contacts and is ready to perform from day one.