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Tobias Bartels: EUHA's new Managing Director

(EUHA/Mainz, 14 November 2022) At the beginning of November, Tobias Bartels took up his new position as the European Union of Hearing Aid Acousticians' new managing director.



Photo: Tobias Bartels

The 48-year-old business graduate brings to bear more than 25 years of experience from positions held in international companies in a wide variety of industries. His main focus has been in the fields of marketing and sales, digitisation, conventions and events as well as public relations. Most recently, Tobias Bartels acted as head of marketing for an industrial enterprise.

After studying business administration at Münster University, he started working independently as the owner of a digital marketing agency before moving on to the marketing department of a large telecommunications company. This allowed him to gain experience, for instance, in the field of point of sale and trade marketing. Having held various management positions in the areas of marketing, sales and digitisation, he switched to another industry eight years later, and then was in charge of marketing and corporate communications as a member of the management board of an international company for more than ten years.

Tobias Bartels also has experience in organising events and trade fairs, PR, social media, and training in online or hybrid formats. "I am particularly delighted that I can now bring my skills and ideas from other sectors to the EUHA and, together with the experienced team, be able to offer you exciting services," says the EUHA's new managing director.

The EUHA community thrives on exchange and strong solidarity. Anyone who wishes to be well positioned in the future, can decide to become a member of the EUHA. EUHA members have an advantage as far as knowledge is concerned, and benefit from more than 24,000 years of professional experience!

Your community • Your know-how • Your future
European Union of Hearing Aid Acousticians

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