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## The complete management of the leading wholesale cooperation MITEGRO will be with Mirco Rode in the future



Last year, Mirco Rode joined the team as a second Managing Director. The management of the MITEGRO group will be solely put in his hands, as in mutual consent with the Supervisory Board, the current Chief Executive Officer, Holger Straßer, will leave in 2022.

“With Mr. Rode, we brought on board additional experience and know-how of a trade manager”, says Torsten Heinje, Chairman of the Supervisory Board of MITEGRO. “He became acquainted with the management of the group in no time and already enjoys the full acceptance of the shareholders as well as of the long-serving members of the Senior Management team.”

Both managers will continue working hand-in-hand to expand the successful activities initiated at MITEGRO until Straßer's departure. At the beginning of the last year, as starting his position within the group, Straßer already laid the foundation for the positive further development of MITEGRO and significantly contributed to the increased competitiveness of its shareholders. He will leave MITEGRO next year, on ordinary terms, to pursue other opportunities outside the group.



*The 44-year-old Mirco Rode has been working in different management positions in wholesale and retail companies with a strong connection to the installers for more than ten years. During this time, he successfully managed an organization for handicraft services and merged two purchasing cooperatives to become one of the largest national wholesalers for the finishing trade.*

### ABOUT MITEGRO

MITEGRO GmbH & Co. KG is a market-leading cooperation of 12 medium-sized and owner-managed electrical wholesalers in Germany and Austria, based in Hanover.

The shareholders with 30 branches and more than 210 sales outlets deliver a wide range of products to the electrical trade, electrical retail and industry.

MITEGRO supports the affiliated electrical wholesalers with marketing and sales promotion, digitalization and IT concepts, training courses and seminars, with centralized settlement and through contracts with industry to strengthen their market position and competitiveness.

**For further information:  
[www.mitegro.de](http://www.mitegro.de)**

### ABOUT IMELCO

Headquartered in Brussels - BE, IMELCO is a member-owned group of electrical wholesaler organizations across Europe, Australia, Russia and North America.

Established more than 25 years ago, IMELCO brings business partners from 22 countries to one table, enabling the exchange of experiences and facilitating a common framework for the success of individual members and the group at large.



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