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Dr Jana Denißen will take up her post on 1 July

ORGANISATIONAL CHANGES TO THE SCIENTIFIC DEPARTMENT AND LIVESTOCK PRODUCT MANAGEMENT

On 1 July, Dr Jana Denißen will join deuka Tiernahrung Cremer. Following her induction, she will take on the role of co-head of the Scientific Department and Product Management for Livestock, working alongside Georg Riewenherm, with effect from 1 October. She will also be responsible for Business Development and Research & Development within the livestock sector. Find out more…

Dual leadership with a focus on innovation

Dr Jana Denißen will join deuka Tiernahrung Cremer on 1 July. Following an induction period**,** she will take over the management of the **Scientific Department (WA)** and **Product Management (PM) for livestock**, alongside Georg Riewenherm, with effect from 1 October. Dr Jana Denißen and Georg Riewenherm will lead both divisions jointly, with each focusing on different priorities within their respective areas of responsibility. With this new structure, we are specifically combining operational innovation, scientific expertise and competence within a modern management framework.

Dr Jana Denißen focuses in particular on **practical innovation projects to support sales**, which are implemented in collaboration with the teams from Research & Development (R&D), PM and WA. She also drives forward the **further development of product management with a strong focus on practical application and sales**, as well as cross-departmental projects in the areas of PM and WA.

> *"I am very much looking forward to taking on this new role and working with the teams to drive new initiatives. My focus will be on collaborating with Sales, Production and Product Management to develop practical innovations that offer farmers real solutions and strengthen our sales."*
>
> **Dr Jana Denißen**

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Portraitfoto Dr. Jana Denißen (© privat).

Structures for the product range and day-to-day operations remain firmly in place

As part of the dual leadership structure, Georg Riewenherm is primarily responsible for **organisational structures, the further development of the product range and day-to-day PM and WA operations**. This also includes matters relating to feed legislation, crisis management and cooperation with authorities and associations.

Portraitfoto Georg Riewenherm (© deuka Tiernahrung Cremer).

> *"In Dr Jana Denißen, we are gaining a highly skilled and much-respected colleague. The dual leadership structure gives us the opportunity to apply our expertise in an even more focused way, so that we can further develop WA and PM together."*
>
> **Georg Riewenherm**

New impetus for business development and research and development

In addition to her role in the new dual leadership structure, Dr Jana Denißen is taking on further key responsibilities: **business development and research and development (R&D) for products in the livestock sector**. The further development of the Business Development division will take place in close

coordination with Miguel Diaz Martinez (Managing Director), to whom Dr Denißen reports directly. R&D will be closely integrated with PM and WA.

About Dr Denißen

Dr Jana Denißen brings **extensive experience in animal nutrition, research and product management**.

Through her previous roles, she has built up a broad network within our market sector as well as in applied research, academia and industry associations. Prior to joining our company, she most recently served as Head **of the Central Product Management & Marketing division at AGRAVIS Nutztier GmbH** in Münster. She also headed up product management for the cattle sector at AGRAVIS Nutztier GmbH. After completing her studies at the University of Bonn, she worked for several years at the North Rhine-Westphalia Chamber of Agriculture, whilst simultaneously completing her PhD on topics relating to dairy cattle feeding at the University of Bonn. She gained international agricultural and scientific experience during a period at the University of Vancouver.

Key points at a glance

- **Dr Jana Denißen takes up her post on** 1 July at deuka Tiernahrung Cremer
- **Dual leadership from October:** joint management of WA and PM with Georg Riewenherm
- **New impetus for product development:** the new structure is designed to strengthen product innovation and cross-departmental collaboration
- **Denißen's additional focus:** business development and R&D in the livestock sector

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