

## Catrin Möhwald

### Managing Director Europe, Middle East, and Africa

Catrin Möhwald joined ELPRO in September 2023 as Managing Director for Europe, Middle East and Africa (EMEA). An accomplished professional with a diverse career spanning several industries and roles, Catrin brings a wealth of experience and strategic expertise to ELPRO's management team.



Catrin holds a master of arts degree in business economics from the University of South Florida, where she spent an additional semester studying marketing. She also earned a bachelor of arts in economics from Radford University, graduating Summa Cum Laude.

Most recently, Catrin was the Chief Operations Officer and Chief Business Development Officer for Lionstep, where she managed global candidate operations and played a key role in developing business strategies and operational processes. Prior to that, she served as Chief Operating Officer and Chief Marketing Officer for Inside Risk, Zurich and New York, a startup offering experiential learning for decision makers and leaders.

Catrin served as the Head of Global Sales and Business Development for Mobility Services at Bosch Service Solutions GmbH in Frankfurt where her responsibilities included global sales, development of market-specific sales strategies, and communication strategies for internal and external stakeholders. Throughout her extensive career, Catrin has also held key positions at ConCardis GmbH, UBS WM&BB, and Swiss Tennis Event AG.

*“Catrin’s extensive experience spans from startups to large corporate organizations in various industries. Her adeptness in driving strategic initiatives and implementing operational improvements combined with strong leadership skills will enable ELPRO to achieve next growth targets.”*

– Christoph Bamert, Chief Sales Officer, ELPRO