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MEDIA INFORMATION: New CEO for Insort

Insort, the leading provider of innovative sorting solutions for the food industry, announces a significant change in the company's management. Matthias Jeindl, the founder and shareholder of Insort, has transferred his previous operational role as Managing Director of Insort GmbH to Dr Markus Schlagbauer and will devote more time to strategic tasks at shareholder level in the future.



Caption: Dr Markus Schlagbauer, CEO and Matthias Jeindl, Founder + Partner are shaping the future of Insort.

The decision goes hand in hand with a growth offensive in the form of a „buy and build strategy“, which was only made possible by the addition of the Swedish financial investor Alder as a shareholder.

Markus Schlagbauer, who holds a doctorate in physics, was previously responsible for the company's technical success as Head of Research and Development at Insort. His extensive technical expertise and 16 years of management experience in the fields of image processing, automation technology and sensor development, which he has already demonstrated in other international companies, make him the ideal candidate for the position of CEO.

„The appointment of Markus Schlagbauer as CEO is an important step for Insort. With his leader-

ship experience and commitment to innovation, we are confident that he will take the company to new heights," says Matthias Jeindl. „At the same time, I look forward to focussing my role on strategic tasks and developing the company even more aggressively.“

About Insort

Founded in 2011, Insort GmbH is one of the global technology leaders for image processing solutions in the food industry. Insort GmbH specialises in the development, manufacture and marketing of digital sorting and inspection systems based on proprietary Chemical Imaging Technology (CIT®). CIT® is a high-performance hyperspectral imaging technology that enables the classification of food products based on their chemical composition and is used inline and in real time.

Within a very short space of time, the company has established itself worldwide in the highly competitive digital sorting market with its successful range of machines under the name Sherlock. The company currently employs over 60 people at 3 locations (Austria, USA, Canada), and the trend is rising.

For more information, visit www.insort.at.

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