

# ANNIVERSARY

## When Competence Meets Team Spirit

10 YEARS



**Andrea Callwitz**

Head of Marketing

**10 years of service**

March 2016

**For ten years now, Andrea has been shaping the marketing of LOHMANN BREEDERS** — our brand, our visibility, and occasionally even our understanding of what's possible. **Always goal-oriented, always with strong team spirit.**

Her journey with LOHMANN started even earlier: intern, marketing assistant, academic studies, roles within EW Group — never far from the orange egg. When she officially returned ten years ago, it was with a clear mission: to develop our marketing in a consistent, structured, and recognizable way.

**And recognizable it is. Thanks to Andrea, LOHMANN BREEDERS has a clear global appearance.** In the poultry world, the orange egg shines bright — almost like a small sun in our universe. She stands firmly behind the brand and has, along the way, turned many of us into part-time marketing experts (whether we applied for the job or not).

And recognizable it is. Thanks to Andrea, LOHMANN BREEDERS has a clear global appearance. In the poultry world, the orange egg shines bright — almost like a small sun in our universe. Above all on our Franchise Distributor Meetings. What once was a meeting is now an experience. For the FDM, she is organizer, troubleshooter, motivator, entertainer, and calm center of gravity all at once. Bringing people together and aligning countless details is no small task — yet she makes it look almost easy.

Andrea proves that progress doesn't need to be loud. Competence, fairness, respect, and true team spirit speak for themselves.

**Thank you, Andrea, for ten years of creativity, energy, and dedication. And for making marketing competence spread through your team so naturally that we suddenly all had our own areas of expertise – without ever officially signing up for it. That's true magic.**

**And of course: May the orange egg be with you.**

