

# Moving on to new challenges – Martin von Lueder

President of Tecan Europe, Martin von Lueder, talks about his years with Tecan.

My 26 years with Tecan have been fantastic; I have enjoyed this time very much and have built a tremendous feeling of mutual trust with my colleagues. My working life did not start in the laboratory world, but in the totally different environment of event management for the music industry. However, I quickly joined a US microplate company in 1980, progressed to sales manager, and was approached by the owner of Salzburger Labor Technik (SLT) to open direct sales operations in Germany for the company's microplate readers and washers. This was 2<sup>nd</sup> of January 1985; it was an exciting time and, although I started alone, the business soon grew. The eighties were years of outstanding growth for this kind of technology; there were lots of new and potential applications for microplates, including the intensive search for diagnostic tools and methods for AIDS, and we were developing excellent products. Really it was no great surprise when, in December 1987, Tecan bought SLT.

I continued in my role as Country Manager, SLT became Tecan Austria, and the German sales team consistently achieved the highest European reader and washer sales, thanks to their dedication. In the 1990s, I took over responsibility for direct sales of the full Tecan product portfolio in Switzerland and then Austria and, in 2003, was made President of Tecan Europe, overseeing nine sales organisations. Europe is small in distance compared to the US – we can effectively fly everywhere in just an hour or two – but there are so many diverse cultures and people are very different. I have always respected that in my role; it's what makes Europe so interesting and I like it.

When I look at our organization, the sales and the service back-up, it is clear that the team spirit has been key to the success of the company. Good teams and good relationships between colleagues are essential, to give each other that extra drive that's needed and be truly responsible for our business. I want to thank all my colleagues throughout the Tecan organization for supporting me for all

these years. Together we have reached many goals, and their support has been a great advantage for our company. I'm looking forward to a number of new, perhaps more relaxed challenges, not as an employee but still with plenty to keep me busy. I send good wishes to all my colleagues and customers and look forward to watching Tecan continue to grow in the next 26 years and beyond.



Martin von Lueder,  
President of Tecan Europe