

## Hans Henkes Returns to SieMatic as President & CEO, Sets Goals for Company Growth

(Yardley, PA, February 09, 2023) Hans Henkes, a longtime leader in the kitchen and bath manufacturing space, has rejoined SieMatic North America as president & CEO. Henkes previously helmed the premium kitchen cabinetry manufacturer from 2008 to 2017, leading the company to record sales growth. Prior to returning to SieMatic last fall, Henkes was consultant to private equity and had served as president & CEO of another well-known German cabinet brand. His extensive industry experience, combined with his drive for innovation and ability to infuse his team with passion positions Henkes as the ideal leader for taking SieMatic USA to the next level.

“At SieMatic, our role as a design leader and manufacturer is to help our clients realize their dreams of creating timeless kitchens,” said Henkes. “We pride ourselves in working directly with architects and designers to deliver kitchens that are forward-thinking yet enduring,” he said, adding, “Design is at the core of our business, and holding that as a constant is central to our growth strategy during the next few years.”

Henkes said one of his chief focuses for fueling more business from existing and new clients will be to embrace SieMatic’s role as an industry innovator while understanding and balancing what the market truly wants and needs.

“I want our customers—whether retail, wholesale, or multi-unit clients—to see SieMatic as a real business partner. We’re not just selling them goods—we’re an extension of their staff in the process of realizing a vision,” Henkes said. “A concentrated focus on providing services, meeting expectations, and operating with integrity, clear communication, and professionalism will help ensure we’re best serving the client.”



SieMatic USA President & CEO,  
Hans Henkes

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—Hans Henkes, President and CEO for SieMatic USA

Along with Henkes, several other key leaders have returned to SieMatic, including the director of operations and the vice president of multi-unit sales, adding immediate value to the company’s already experienced in-house bench. Henkes said he also plans to focus on the next generation of leaders, including implementing internships and work study programs that develop young team members while remaining agile to changing market dynamics.

“Hans is an extremely effective leader, combining a modern management style with his two decades of industry experience,” said Axel Maek, COO of parent company SieMatic Möbelwerke GmbH & Co. KG. “He understands that his team members are the experts at what they do and assists them with the tools and support they need to perform at their best in serving their clients.”

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## About SieMatic

**SieMatic** is a premium kitchen brand with a long history and an international reputation for excellence in design, timeless elegance, and a high level of functionality. The company’s constantly evolving reinterpretation of the modern kitchen is exemplified by the design principle behind its three style collections: **PURE**, **URBAN**, and **CLASSIC**. SieMatic products are manufactured in Germany under environmentally responsible standards with a commitment to providing distinctive kitchen solutions. They are available in over 60 countries throughout five continents. For more information about SieMatic and its products, call (215) 604-1350 or visit [siematic.com](http://siematic.com).