



Press release

Dr. Gerhard Hausruckinger leaves GfK

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Nuremberg, July 10, 2017 – Dr. Gerhard Hausruckinger has reached a mutual agreement with GfK’s Supervisory Board to resign from his office as member of the Management Board responsible for the Consumer Choices sector. After around seven years serving on GfK’s Management Board, Dr. Hausruckinger will be leaving the company.

Dr. Gerhard Hausruckinger was a member of the Management Board of GfK SE since September 2010. From September 1, 2016 to March 14, 2017 in addition to his responsibility as member of the Management Board responsible for the Consumer Choices sector he temporarily assumed the role of the interim speaker of the Management Board.

“On behalf of the entire Supervisory Board I would like to thank Dr. Hausruckinger for the long-standing collaboration as well as his great willingness to take over the responsibility as temporary board spokesman in the difficult situation during the summer of 2016. We always valued him as a colleague. For his personal and professional future we would like to wish him all the best and every success”, said Ralf Klein-Bölting, chairman of the Supervisory Board.

Peter Feld will assume for the interim phase the responsibilities of Dr. Hausruckinger in addition to his role as CEO.

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK’s long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers’ experiences and choices.

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David Krajccek
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Ralf Klein-Bölting

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