**Dr. Axel Luft joins Scansonic MI as Head of Sales
Industry Expert takes up new Tasks**

Berlin, January 27th – As of January 1st, Dr. Axel Luft took over the position of managing director at B.I.G. Marketing Consulting. His core task will be the management of the sales department at Scansonic MI, which is part of the holding Berlin.Industrial.Group. (B.I.G.). The well-known expert in the automotive industry joins Scansonic MI, which is specialized in laser optics.

Dr. Luft studied at RWTH, Aachen, and received a PhD in engineering at Fraunhofer Institute for Laser Technology ILT. He has been working on the utilization of laser in joining technology for over 20 years. As head of automotive sales at Laserline he worked already closely together with the Scansonic team in many projects. Therefore he knows not only the industry, but is also familiar with laser optics from Scansonic.

“The approach to start with the customer need and application to find the optimal solution, has always been very appealing to me”, says Dr. Luft, and continues: “And this approach is also part of Scansonic´s DNA.” Dr. Florian Albert, managing director at Scansonic MI comments: “We are glad, that we have Axel on board. He knows the products, the processes, and the customers. And we are sure, that he perfectly fits into our team.”

Besides his tasks as head of sales at Scansonic Dr. Luft will also play an important role as managing director of B.I.G. Marketing Consulting, where he will explore possibilities, to leverage strategic synergies in sales between the different companies in the group.



**Bild (2021-01-12\_Axel\_Luft\_freigegeben.jpg)**

In January, Dr. Axel Luft joined Scansonic MI GmbH as head of sales, and took over the position of managing director at B.I.G. Marketing Consulting.

(1.779 characters)

**About Berlin.Industrial.Group. (B.I.G.)**

The Berlin.Industrial.Group. unites industrial companies that are striving for or have already achieved market leadership in their niches. At the Berlin and Göttingen locations, around 300 employees manufacture diode lasers, laser processing optics, quality assurance systems, optical measuring devices, turbine seals and 3D metal printing machines.
Under the slogan "Unique, United.", the holding company supports the corporate development of the companies with central services. Further information at: www.berlin.industrial.group

**About Scansonic MI GmbH**

Scansonic supplies systems and solutions for laser welding, laser brazing, and laser hardening along with high-precision sensors for process monitoring. The company's products are primarily used in the automotive industry, rail vehicle construction, and energy technologies. Scansonic MI is the global market leader in laser-based joining systems for car body construction. The company is part of the Berlin.Industrial.Group. (B.I.G.). This medium-sized enterprise headquartered in Berlin has roughly 300 employees. [www.scansonic.de](http://www.scansonic.de)

**Publlication is free of charge – Please send voucher copy**

|  |  |
| --- | --- |
| **Editorial contact:**Jörg LantzschAgentur Dr. LantzschSchwalbacher Straße 7465183 WiesbadenTel.: +49-611-205 93 71E-Mail: j.lantzsch@drlantzsch.dewww.drlantzsch.de | **Reader Contact:**Scansonic MI GmbH Schwarze Pumpe Weg 1612681 BerlinTel.: +49-30-912074-360E-Mail: info@scansonic.de[www.scansonic.de](http://www.scansonic.de)[www.berlin.industrial.group](http://www.berlin.industrial.group)  |