

Miele USA Appoints Kelly Lam as Vice President of Marketing

Role to Accelerate Brand Awareness and Engagement, and Lead New Product Innovations in the Kitchen, Dishwasher, Laundry, and Floorcare Categories

Princeton, NJ – Miele, the world's largest family-owned premium appliance manufacturer, is pleased to announce the appointment of Kelly Lam as Vice President Marketing of Miele USA, effective September 7. As part of the executive leadership team and reporting to the President and Chief Executive Officer, Mr. Lam will be responsible for all marketing and product activities related to the go-to-market strategy Miele USA will take for the residential kitchen appliances, dishwashers, laundry, and floorcare categories. Mr. Lam brings a wealth of expertise to this role, most recently serving as the VP of Marketing for Miele Canada.

"We are very excited that Kelly Lam is joining Miele in the US as our new Vice President of Marketing," said Jan Heck, President and CEO, Miele USA. "I had the opportunity to hire and work with Kelly in Canada and, when this opportunity came about, his name immediately rose to the top. As a leader for Miele Canada, Kelly was integral in tripling the size of the business while changing the distribution system; further developing the product portfolio; and expand the brand's awareness and digital capabilities."

"It is an extreme honor to bring my experiences to Miele USA and continue to work with a company that I already have such a strong affinity for," said Kelly Lam. "This is a pivotal time to join the leadership team in the US as the company embarks on launching the largest product introduction in the history of Miele USA."

Prior to joining Miele USA, Mr. Lam spent over a decade working with Miele Canada. He began his tenure with Miele Canada in 2008 as Director of Marketing and assumed the role of Vice President of Marketing in 2011. Similarly, to his role in the US, he was responsible for leading all marketing and product development initiatives.

"Looking back at what we achieved over the past 13 years in Canada, we were able to make Miele the most desired premium appliance brand in the Canadian market with the highest brand awareness in the premium segment. I'm particularly proud of how we pushed the envelope within the industry when it came to integrating digital technology into brick-and-mortar retailers by introducing the first-ever Miele "Discovery Store" concept in Toronto. I had the opportunity to be part of the global team at Miele to bring this concept to life and set a new standard in customer experience," explains Kelly.

Before his illustrious career at Miele Canada, Mr. Lam held several marketing positions for BMW Group Canada. During his 10-year tenure at BMW Group, he developed and rolled out a new CRM platform and program enabling personalized one-to-one communication with customers; developed national corporate partnership programs; and had the unique opportunity to launch a new brand into the Canadian market – MINI. Kelly was also named one of the top ten North American "Customer Champions" by *OneToOne Magazine* in 2007 for his CRM strategies and initiatives.

Mr. Lam succeeds Christian Schwarz, who has assumed a new role for Miele Global.

About Miele

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele is the world's leading manufacturer of premium domestic appliances with more than 20,100 employees, 12 production facilities and representation in nearly 100 countries. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; ranges; built-in convection, speed, steam and combi-steam ovens; cooktops; ventilation hoods; refrigeration; wine storage and espresso/coffee systems.

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