

Company

## **Deutsche Steinzeug and Agrob Buchtal expand their management boards**

**By expanding their management team, Deutsche Steinzeug Solar Ceramics GmbH and its subsidiary Agrob Buchtal Solar Ceramics GmbH are strengthening their strategic focus for the future. Frank Wolfram joined the company as Managing Director of Transformation at the end of March. Björn Jung will now join the management team as Managing Director of Sales & Marketing on 1 June 2026. Together, they bring many years of management, sales and transformation experience from the construction and building materials industry and will play a key role in driving the further development of the companies within their respective areas of responsibility.**

Alfter-Witterschlick, June 2026 - In Björn Jung (48), the company gains a proven sales and industry expert for its management team. He has many years of experience in sales and the contract business, particularly in the construction and tiling sectors. After starting his career as a wholesale and foreign trade clerk at Werthmueller GmbH, he moved to Villeroy & Boch Fliesen GmbH in 2008. There, he initially worked in contract coordination before taking on responsibility for the project business in Germany as a Key Account Manager. Since 2017, as Sales Manager for Architecture Germany, he has led strategic market development and sales in this segment. In his new role as Managing Director of Sales & Marketing, Björn Jung will in future lead the entire sales organisation and further strengthen the company's market position.

Frank Wolfram (61) has more than 40 years' experience in the construction and building materials industry, as well as in the international infrastructure and consultancy sectors. During his career, he has held numerous leadership roles as Managing Director and senior executive, most recently at Cemex in Germany, where he was responsible for several companies in the cement and dry mortar sectors. In addition, he brings extensive expertise in the areas of corporate management, sales, product management, as well as M&A and investments. International project experience in development and infrastructure projects – including in Africa and the Middle East – complements his profile, as does his entrepreneurial background as CEO, investor and shareholder in several companies. His interdisciplinary education encompasses civil engineering, business (MBA) and engineering. In his role as Managing Director of Transformation, Frank Wolfram is responsible for the strategic

development of the company as well as key transformation and future-oriented projects.

With this expanded management team, the company is consistently focusing on growth, transformation and customer proximity. The combination of strategic transformation expertise and comprehensive sales expertise lays the foundation for successfully positioning Deutsche Steinzeug and the Agrob Buchtal brand to meet future market demands.

*approx. 2,950 characters*



*Björn Jung*  
*Managing Director Sales & Marketing*



*Frank Wolfram*  
*Managing Director of Transformation*

## **PRESS CONTACT**

Christoph Schulze  
christoph.schulze@deutsche-steinzeug.de // T. +49 (0)228 391-1194  
**www.deutsche-steinzeug.de**