

Michael Huber becomes new Sales Director EMEA of FISBA AG

St.Gallen, May 16, 2022 - As of June 1, Michael Huber will take over the EMEA sales region from Li Simon, who has successfully led Sales worldwide since 2013 and is leaving the company to pursue new opportunities.



"We thank Li for her extraordinary commitment during her 20 years with FISBA. Through her drive and numerous impulses, she made a significant contribution to the positive development of our company. We wish her all the best for her future path," says Markus Hersche, CEO of FISBA AG.

Michael Huber has been with FISBA for more than 13 years. Even before his change to the product management area as Business Director Systems in 2021, he worked in various positions within FISBA. Most notably, Michael spent two years as Managing Director of FISBA North America in Tucson, a subsidiary of FISBA AG. In his new position, he will also become a member of the Management and report directly to CEO Markus Hersche.

"We are pleased to be able to appoint Michael, an experienced and accomplished executive from our own ranks, as her successor, who has equal parts technical expertise and knowledge of the complex product and solution requirements of our customers. Together with his team, he will further expand the market for high-precision micro-optics, components and systems in the EMEA region," Hersche continued.

After his apprenticeship as a Physics Laboratory Technician, Michael Huber earned a Bachelor's Degree in Systems Engineering at NTB Buchs in the Rhine Valley of St. Gallen. This was followed by a master's degree in optical systems engineering at HSW Ravensburg-Weingarten and NTB Buchs. From 2017 to 2019, he completed part-time management training at ETH Zurich and earned a Master of Advanced Studies MAS ETH MTEC (subject Management, Technology & Economics).

About FISBA

FISBA is a global company dedicated to shaping light through excellence in optical design, system engineering, high precision volume production and advanced optical coating. Specialties include lenses down to 0.3 mm, complex flat optics, precise optical assemblies, sophisticated optical systems and compact laser modules. In the broad field of photonics, FISBA focuses on solutions for Life Sciences, Industrial Applications and Aerospace and Defense – always with the mission of empowering customers to exceed their goals.

FISBA operates from its headquarters in Switzerland with subsidiaries in Germany, the US and China. The company is privately owned and builds its strength based on traditional Swiss values.

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