



30th May 2022

AASE General Assembly: New president elected

The Academic Association of Sales Engineering (AASE) members aim at further developing the profession of 'sales engineer', improving the quality of sales engineers' education, introducing academic standards for study degrees, and establishing the term 'sales engineer' as a brand.

On May 25th 2022, during the (online) annual General Assembly, Timo Holopainen (Turku UAS, Finland) was elected as 4th President of the Association. He succeeds Thomas Röhr (ESTA Belfort, France), who was elected new Vice President Funding and will join the Executive Board with the new president and Kati Lang (Hochschule Düsseldorf, Germany), Vice President for Strategy, and Thomas Berger (Duale Hochschule Baden-Württemberg, Germany), Vice President for Research and Education.

2022 General Assembly's participants and the 2021 Executive Board thanked Thomas Röhr for his work in advancement of Sales Engineering profession as 3rd President of AASE.

2022 General Assembly also approved the 2021 annual reports releasing the board.

About the Academic Association of Sales Engineering

The Academic Association of Sales Engineering (AASE) was created in 2014 at the University of Applied Sciences in Aschaffenburg (Germany) by about 40 deans, programme managers, professors and lecturers from Austrian, Finnish, French and German Universities and Universities of Applied Sciences active in the education of Sales Engineers. In 2019, AASE was legally converted into an association ruled by French law 1901.

AASE is open for new members interested in fostering sales engineering as a profession: academics, students, and industrial partners. For more information: www.aase-eu.org

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