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Category: Group News

New management at optovision

Christian Bannert becomes CEO.

Munich, May 2024 –The Rodenstock Group ("Rodenstock"), one of the world's leading suppliers of innovative products for eye health and manufacturer of biometric spectacle lenses, has today announced that Axel Kellersmann will step down from his position as CEO of optoVision, a subsidiary of the Rodenstock Group, with immediate effect. Christian Bannert will join the company and take over as CEO of optoVision, effective immediately.

Christian Bannert is a recognised industry expert with extensive experience in management roles. He previously held various positions at Carl Zeiss AG such as Vice President Operations and Member of the Management Board of the Consumer Products business segment and Managing Director of Carl Zeiss Sport Optics GmbH. He recently served as COO at SLV Lighting Group, a leading company in the lighting industry.

Over the past 15 years, Axel Kellersmann has held various roles in the Rodenstock Group, most recently as Managing Director of optoVision. During his tenure, he made a significant contribution to the growth and development of the company, positioning optoVision as a strong, long-established German brand.

Anders Hedegaard, CEO of the Rodenstock Group, said: "I thank Axel Kellersmann for his long-standing commitment to the Rodenstock Group, driving the growth of the company, and for handing over optoVision in a healthy state. We are excited to welcome Christian Bannert to the Rodenstock Group and look forward to working with him."

Christian Bannert, new CEO of optoVision, added: "I am delighted to join the optoVision team and take over this new role. Together with the entire team of optoVision and all other employees in the Rodenstock Group, we would like to further strengthen the optoVision brand in Germany and abroad, while further contributing to a stronger collaboration with the Rodenstock Group to the benefit of all optoVision customers."

About Rodenstock:

The Rodenstock Group is a world-leading manufacturer of high-quality spectacle lenses. With the philosophy "B.I.G. VISION® FOR ALL", the lens manufacturer represents a paradigm shift in individual progressive lenses. The company was founded in 1877 and has its head office in Munich, Germany. It employs around 5,100 staff worldwide and is represented in more than 85 countries with sales outlets and distribution partners. Rodenstock maintains production sites at 14 locations in 13 countries.

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