

## Press release

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fruitcore robotics welcomes Fabian Kienzler and Johannes Füll to its management team

### **New CSO and COO to drive forward simple and cost-effective automation**

**Constance (Germany), April 28, 2025 – fruitcore robotics, a specialist in user-friendly and cost-efficient automation, announces the expansion of its management team. Sales expert Fabian Kienzler joins the company as Chief Sales Officer (CSO). Long-time employee Johannes Füll takes on the position of Chief Operating Officer (COO).**

“With the addition of Fabian Kienzler and Johannes Füll's in-depth practical expertise, we will be able to realize our vision of automating any production environment quickly and easily even more consistently,” says Jens Riegger, co-founder and CEO of fruitcore robotics. “We want to pave the way for our customers to achieve cost-effective automation based on intuitive access and practical AI robotics.”

#### **New CSO with international sales expertise**

Fabian Kienzler is Chief Sales Officer and responsible for global marketing and sales strategy. He brings many years of management experience in industrial technology and previously held senior positions at the global high-tech group Barnes and its Swiss subsidiary Priamus System Technologies. In addition to technical sales for Barnes' Controls division, he was responsible for product and portfolio management.

“fruitcore robotics has succeeded in combining robotics and AI in such a way that companies can automate efficiently, safely, and economically. I look forward to bringing this approach even more strongly to European industry,” emphasizes Kienzler. Jens Riegger adds: “Fabian Kienzler has an ear for the wishes and needs of users. He thinks about sales on the same level as the customer—that's totally in line with fruitcore's DNA and connected us from the very first conversation.”

#### **COO with practical experience and extensive automation expertise**

As COO, Johannes Füll is now responsible for overall operational management. Füll has been part of fruitcore since its founding in 2017 and is familiar with all processes. He has in-depth knowledge of hardware development and industrial production, including complex supply chains. Prior to his appointment as COO, he headed up the purchasing, research and development, and production departments. He began his career as a machinist at Bosch, later becoming a master craftsman in precision engineering before successfully completing his studies in mechanical engineering. This was followed by positions at Voith and Stihl.

Johannes Füll says: “I have witnessed fruitcore's development at every stage. Now I am looking forward to further optimizing our supply chains and processes and opening up new markets even faster.”

#### **Strategic focus**

With the expanded management team, fruitcore robotics will strengthen its growth in the DACH region and other European countries. The plan is to expand AI-supported robotics that is geared to the needs of industrial users and impresses with its cost-effectiveness and safety. At the same time, the holistic automation concept will be expanded with ready-to-use complete solutions based on the well-known HORST robots. These solutions can be flexibly adapted to customer-specific requirements. This

## Press release

results in a comprehensive offering from the entry-level to the high-end segment that appeals to medium-sized companies as well as large enterprises.

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**Meta-Title:** fruitcore robotics: New CSO & COO strengthen international AI automation

**Meta-Description:** fruitcore robotics expands its management team with Fabian Kienzler (CSO) and Johannes Füll (COO). Find out how they are making AI-driven robotics even more economical and practical.

**Keywords:** #fruitcorerobotics #HORST #CSO #COO #AI #robotics #automation #sales #development #industry #growth

**Social Media:** fruitcore robotics is reorganizing: With Fabian Kienzler as the new Chief Sales Officer (CSO) and long-time team member Johannes Füll as Chief Operating Officer (COO), the focus on user-friendly, AI-supported automation is becoming even stronger. Both aim to support industry, from SMEs to large companies, in the fast, economical, and simple use of robots – from early feasibility planning to ongoing operation.

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## Images

**Source:** Benjamin Brumm, fruitcore robotics

(Preview. High-quality images are available via a download link, which can be found in the email.)



**Caption:** Fabian Kienzler (left) as the new Chief Sales Officer and Johannes Füll as Chief Operating Officer are joining the management team at fruitcore robotics.



## Press release

Caption: Fabian Kienzler brings many years of senior sales experience from international corporations and will continue to promote fruitcore robotics' holistic approach to automation in European and global industry.



Capital: Johannes Füßl has been part of the fruitcore robotics team since the early days and, as a trained mechanic, combines technical expertise with a deep understanding of process control.



Bildunterschrift: The new management team at fruitcore robotics: Paul Kastner (CFO), Jens Riegger (CEO), Fabian Kienzler (CSO), Johannes Füßl (COO), Patrick Heimbürger (Managing Director)

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## About fruitcore robotics

fruitcore robotics is revolutionizing industrial automation with a fully integrated robotics platform “**Made in Germany**”. Patented **HORST robots**, **AI-powered no-code software**, and **modular micro factories** merge into **turnkey units** that are productive in four weeks and pay for themselves in less than six months. fruitcore thus offers a unique approach that combines the technical expertise of an established robot manufacturer with solution implementation services.

The outstandingly intuitive all-in-one automation operating system horstOS covers not only the actual programming but also component setup and process control – all centrally on the robot panel, without the need for PLCs or programming knowledge. For users, this means quick understanding and use of the automated application and minimal effort for project planning.

More than 1,000 robot systems delivered and hundreds of customers have proven the **reliability and scalability** of fruitcore technology for a decade. Whether camera-guided quality inspection, machine loading, flexible part separation, dosing, or pick-and-place – fruitcore robotics provides simple and cost-efficient **high-tech automation that every company can implement itself**. This gives people and organisations valuable time to focus on what matters most.

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### Contact

**fruitcore robotics GmbH**

**Benjamin Brumm**

Senior Marketing Manager

Communication | PR | Content

P. +49 7531 976 24 68

M. [benjamin.brumm@fruitcore.de](mailto:benjamin.brumm@fruitcore.de)

W. <https://www.fruitcore-robotics.com/presse>