



AASE HOLDS ANNUAL MEETING AND ELECTS A NEW BOARD

4TH OCTOBER 2023

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

On **October 4th, 2023**, the General Assembly was held online, where the AASE Executive Board was (re-)elected, with

- [Timo Holopainen](#), Turku UAS, Finland, as **4th President of the Association**,
- [Andrea Badura](#), Landshut UAS, Germany, as **Vice President Education**,
- [Thomas Röhr](#), ESTA Belfort, France, as **Vice President Funding**,
- [Kati Lang](#) Düsseldorf UAS, Germany, as **Vice President Co-Operation**, and
- [Thomas Berger](#) DHBW, Germany as **Vice President Research**.

2023 annual meeting participants welcome Andrea Badura as new executive board member. 2023 Annual meeting also approved new website, which can be found at www.aase-edu.com

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 to **new members** from European Higher Education Institutions, to sales engineering students, and to people interested in sales engineering who aim at collaborating to improve and strengthen sales engineering education and profession. For more information: www.aase-edu.com

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