

Press Release

Welcome to the future

BSH presents new employer brand to find tomorrow's talents

- **BSH presents new employer brand with employees as ambassadors**
- **“Tomorrow is our home” as a claim to also be successful in the future**
- **Experts wanted worldwide to develop digital technologies**

Munich, October 24, 2017 (bsh) – BSH Home Appliances Group has completely redesigned its employer brand under the motto “Tomorrow is our home”. BSH’s own employees now function as brand ambassadors for the company. While BSH used to be known predominantly among applicants from the engineering field, it strives to become more established among experts from the digital sector. The company is offering numerous open positions in various areas ranging from software development for Internet-of-Things products to digital marketing and e-commerce.

“We are looking for people full of ideas, who want to play a vital role in shaping the connected home of the future,” explains Marion Weissenbach, who, together with her team, is responsible for global employer branding. BSH has stood for reliability and quality for 50 years. It has set itself the goal of improving the quality of people’s lives with innovative digital solutions. To accomplish this, it is looking for the right talent to develop, for example, intelligent, voice-controlled kitchen assistants or connected home appliances. “The competition for the best employees has never been tougher. We want to attract people and inspire them over the long term to shape people’s homes with innovative products and solutions, and hence ensure BSH’s success,” says Weissenbach.

To this end, she and her team designed BSH’s new employer brand in such a way that is globally consistent, yet leaves room for countries and regions to adapt it to their individual requirements. It is also target group-specific. The “Tomorrow is our home” claim stands above everything along with an emotional and personal contact through BSH employees. “As a future-oriented and digital company, it is important for us to draw the attention of potential candidates to BSH and inspire them to apply. With the newly defined employer brand, BSH communicates a clear position and wants to attract and excite people.”

On the international level, BSH has been named a “Top Employer” in a total of 15 countries this year.

For more information, visit our career portal at <https://www.bsh-group.com/career/>.