

TROX BUILDS UP A NEW E-BUSINESS AREA WITH AN EXPERIENCED PROFESSIONAL

[🔍 back to the overview](#)

date

14.04.2022

rubric

company / press

Michael Wurdits, head of Customer Service for many years, is leading TROX into the digital age

Project management via BIM, the digitization of supply chains, further expansion of the online shop - TROX is driving forward the further digitization of the company. Michael Wurdits (40) has been responsible for this since April. Wurdits, who has held various positions at TROX since 2008, was most recently Head of Customer Service. In future he will be responsible for the new e-business area at TROX. Wurdits succeeded Gerald Schinkowitsch as the new Head of Customer Service & Logistics at TROX at the beginning of March.

"Our goal is clear: We want to be pioneers in the industry and for this the successful digitization of the company at all levels is essential," says TROX Managing Director Wolfgang Hucek, explaining the establishment of the new E-Business area. "Michael Wurdits knows the industry, he knows TROX - he's the right person for it." The experienced customer service professional Wurdits adds: "Digital tools and processes offer us many new opportunities, especially for expanding and strengthening customer loyalty. But of course we will also digitize the internal processes."

Michael Wurdits has been working in building technology for 20 years, including as a technical sales representative at Frigopartner Refrigeration and Air Conditioning. Wurdits has been with TROX Austria since 2008, initially as Country Officer CEE. He then held various positions at TROX: Technical Consultant, Area Manager CEE and Manager Sales Support Austria and CEE. In 2016 Wurdits took over the management of Customer Service at TROX.

In his free time, the married father of one son is a passionate runner and likes to visit escape rooms.



Photos, reprint free of charge
Photo 1: Michael Wurdits is setting up the new e-business area at TROX © TROX Austria