

Kodak Alaris Appoints Ralf Gerbershagen as Chief Executive Officer

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LONDON--(BUSINESS WIRE)--Steven Ross, Interim Chairman of the Board of Kodak Alaris, today announced that Ralf Gerbershagen has been named Chief Executive Officer of Kodak Alaris Holdings Limited, effective Tuesday, April 1, 2014. Gerbershagen will report to Ross to complete the new company structure and lead the ongoing transformation of the Kodak Alaris business worldwide.

“Ralf is a recognized leader in both established and growth businesses, and brings an unparalleled commitment to innovation, change and customer needs in the dynamic mobile industry,” said Ross. “I am thrilled that he will join us as CEO and lead the already considerable success established by Kodak Alaris since its formation in September 2013. With Ralf’s leadership and experience in creating new businesses in the enterprise world, combined with our strong resources and management talent, we are well poised to lead the development of breakthrough products and services that our customers expect from the diverse Kodak Alaris businesses.”

Gary Fisher, Kodak Alaris Interim Human Resources Director; Phil Gibbons, Kodak Alaris Chief Financial Officer; Dolores Kruchten, President, Kodak Alaris’ Document Imaging; and Dennis Olbrich, President, Kodak Alaris’ Personalized Imaging, will report to Gerbershagen.

He joins Kodak Alaris from Motorola Mobility, currently part of Google, where he held several leadership positions including Managing Director Motorola Germany GmbH and VP & General Manager Motorola Mobility Europe, and had responsibility for the business of several product portfolios such as Network Infrastructure equipment, Smartphones and Accessories.

Gerbershagen began his professional career at Siemens where he was in charge of the Passive Components business in Europe, Latin America and Asia.

He is on the board of directors at the American Chamber of Commerce in Germany; the board of BITKOM, the IT and telecomm industry association; and is a member of the CeBit advisory board, the world's largest IT trade fair.

Gerbershagen holds a degree in general electronics and computer science from the Bingen University. He is married with two adult children and has interests in sailing, golf, photography and motorcycles.

Gerbershagen will be based in the UK at Hemel Hempstead.

About Kodak Alaris

On September 3, 2013, the U.K. Kodak Pension Plan (KPP) completed its acquisition of the Kodak Document Imaging and Personalized Imaging businesses from Eastman Kodak Company and created a new company known as Kodak Alaris. The new company and its name preserve the heritage and legacy of the Kodak brand, while embodying the speed and agility to meet market needs and changes. Kodak Alaris, which is licensed to use the Kodak brand, will focus on strategic, ongoing investments for these businesses to ensure long-term growth and success. The Kodak trademark and trade dress are used under license from Eastman Kodak Company.

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