



Karsten Reichel (35)

“Only careful management can truly bring an innovation to perfection.”

Once Karsten Reichel has set his mind on an idea, he virtually gives everything to develop a sustainable, economically efficient solution. After completing his studies as Diplom-Kaufmann (German MBA equivalent) at the Technical University of Dresden, Karsten has worked in the fields of international business development and marketing in Germany as well as the United States and South America for multiple years.

Being one of the directors of dreipuls, he perfectly complements Matthias Pinkert's keen sense for superior design by distinctive strengths in marketing, controlling and financial administration. Whilst others search in vain for a consensus of esthetic demands and economic feasibility, Reichel and Pinkert rather consider themselves as a mutual enrichment. Using his sane ability to judge and make decisions in combination with a healthy dose of optimism, Karsten Reichel strategically coordinates the dreipuls GmbH market placement.