

Press release

Change in leadership at DEKRA Akademie subsidiary

Realignment at DEKRA Media

- Katrin Haupt and Arno Fischer to assume leadership positions
- Educational materials specialist doing even more to go digital
- Additional services also planned for external organizations

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DEKRA Media GmbH, a leading provider of digital educational materials in Germany, is taking even more steps to go digital and reconfiguring its senior management team. On July 1, Katrin Haupt will be appointed chief executive officer and Arno Fischer will be made managing director of DEKRA Media GmbH, a subsidiary of DEKRA Akademie GmbH. The company, based in Mönchengladbach, creates and produces textbooks, informational videos, and web-based training courses for continuing professional development. Its client list includes organizations such as Beiersdorf, Lufthansa, and Germany's Ministry of Education. It also operates the DEKRA Safety Web and DEKRA Memorata portals as well as offering digital training programs such as exam preparation courses to organizations and their staff.

Katrin Haupt, 51, has been at DEKRA since 1998 and CEO of DEKRA Akademie GmbH and DEKRA Qualification GmbH since 2019. She will additionally be appointed chief executive officer of DEKRA Media GmbH on July 1, 2023. DEKRA Akademie is one of the largest private training providers in Germany with more than 100,000 people taking its courses each year and a wide range of services spanning 200-plus qualifications from skilled IT worker to sustainability expert to professional driver. Another important area of activity during the current period of skilled worker shortages is the Expert Migration Program (EMP), which has been running successfully for years. EMP is a particularly effective means of ensuring that foreign nursing staff have the necessary skills and qualifications for the German market and can subsequently be placed in work. Since the highly sought-after program was launched in 2012, several thousand staff have been placed in clinics and nursing homes.

Arno Fischer, 43, has been at DEKRA since 2007 and has been operating in a senior leadership role at DEKRA Media GmbH as its managing director since May 1, 2023. He has been involved in the development of digital learning scenarios at DEKRA Akademie for a significant number of years, most recently as head of the virtual academy. It was in this context that it was possible for a large number of courses to be held digitally during the coronavirus pandemic.

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“In appointing the new senior management team, we are putting ourselves on a secure footing for the future. This will enable us to provide our customers with digital solutions for all relevant educational scenarios that are either custom-made or tailored to the respective target group,” says Guido Kutschera, Executive Vice President of the DEKRA Group, who is responsible for the company’s business in Germany, Austria, and Switzerland. “At the same time, I would like to thank Wolfgang Reichelt, the previous head of DEKRA Media, for his many years of service to the company. Under his leadership, DEKRA Media laid the groundwork for the highly successful DEKRA Safety Web, which has grown into one of the largest occupational health and safety training portals in Germany, notching up almost 300,000 course participants and more than 3,000 customers. We wish him a very happy and healthy retirement.”

About DEKRA Media

DEKRA Media GmbH is a subsidiary of DEKRA Akademie GmbH whose activities include publishing, editing, and media production. DEKRA Media has been developing solutions powered by media for more than two decades. Find out more on the company’s website: www.dekra-media.de/en

About DEKRA Akademie

DEKRA Akademie GmbH, a subsidiary of DEKRA SE, views itself as an individual advisor and comprehensive process facilitator for qualification. Long-term expertise and experience in the area of training consultation is used to develop new qualification concepts together with partners. With their practice-, customer-, and quality-oriented approach, DEKRA Akademie is one of the largest private training providers in Germany and prepares more than 100,000 participants each year in dealing with changed or new professional requirements.

About DEKRA

DEKRA has been active in the field of safety for almost 100 years. Founded in 1925 in Berlin as Deutscher Kraftfahrzeug-Überwachungs-Verein e.V., it is today one of the world’s leading expert organizations. DEKRA SE is a subsidiary of DEKRA e.V. and manages the Group’s operating business. In 2022, DEKRA generated sales totaling nearly EUR 3.8 billion. The company currently employs almost 49,000 people in approximately 60 countries on five continents. With qualified and independent expert services, they work for safety on the road, at work and at home. These services range from vehicle inspection and expert appraisals to claims services, industrial and building inspections, advisory and training services, testing and certification of products and systems, also in the digital world, as well as temporary work. The vision for the company’s 100th birthday in 2025 is that DEKRA will be the global partner for a safe, secure, and sustainable world. With a platinum rating from EcoVadis, DEKRA is in the top one percent of sustainable businesses ranked.