Press Release

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LEMKEN strengthens its sales organisation and restructures its management board

The family-owned company will be jointly managed by three managing directors in future. Robert von Keudell will take responsibility for Sales, while the current CEO, Anthony van der Ley, will move into an advisory role.

LEMKEN is further developing its management structure and strengthening its focus on international markets and customers. Robert von Keudell will join the company as Chief Sales Officer (CSO) on 1 November 2026. Going forward, the agricultural machinery specialist will be led by three managing directors, each with clearly defined areas of responsibility. After 14 years, Anthony van der Ley will step down from the management board on 30 November 2026 but will continue to support LEMKEN in an advisory capacity. The position of CEO will not be filled again.

With this restructuring, LEMKEN is consistently pursuing its strategy. Last year, the company had already reorganised its management board with the appointment of Dr Thomas Lange-Stalinski as Chief Technical Officer (CTO) and Klaus Kuhl as Chief Financial Officer (CFO). By establishing a dedicated Sales division at management board level, LEMKEN is now consolidating responsibility for its markets and customers. This move also reflects changing market conditions and the increasing demands placed on technology, customer advice and service.

“With the new structure, we are establishing clear responsibilities and further strengthening our proximity to our markets and customers,” explains Nicola Lemken, shareholder and chair of the advisory board. “With Robert von Keudell, we are gaining an experienced sales executive who has extensive practical knowledge of the agricultural machinery industry and of working with international dealer organisations.” In addition to Sales, he will also be responsible for After Sales, Product Management and Marketing. Klaus Kuhl will continue to be responsible for Finance, Human Resources, IT, Compliance, Legal Affairs and ESG. Dr Thomas Lange-Stalinski will oversee

Research and Development, Production, Supply Chain and Quality Management. He will also take on the role of spokesperson for the management board.

Robert von Keudell brings many years of experience in the agricultural machinery industry. At CLAAS, he developed and professionalised sales and dealer networks, both nationally and globally. He subsequently worked at KUBOTA, most recently as Vice President Tractor Sales & Marketing Germany, and was actively involved in industry associations, including serving as Chairman of the VDMA Tractor Division. Most recently, he was responsible for the German market as Vice President Sales & Service at Linde Material Handling, a company of the KION Group.

The new CSO therefore brings extensive management experience in both national and international sales. “Strong customer relationships are built where LEMKEN and its sales partners work closely together as equals. This creates value for customers and drives mutual, profitable growth. Consistently building on this strength across all markets is a rewarding challenge that I am looking forward to taking on – together with the teams at our sites, in our national subsidiaries and throughout our dealer network,” says Robert von Keudell, outlining his ambitions at LEMKEN.

“Anthony van der Ley has made a lasting contribution to LEMKEN through his exceptional commitment, entrepreneurial vision and passion. He has played a key role in driving our international development. I would like to express my sincere personal thanks to him for this. I am delighted that he will continue to support us with his knowledge and experience in an advisory capacity,” says Nicola Lemken.

Anthony van der Ley adds: “Over the years, LEMKEN and its people have become very close to my heart. Together, we have achieved a great deal, seized numerous opportunities and laid important foundations for a successful future. I am grateful for the time we have spent working together and am pleased to be handing over responsibility into capable hands. I wish the new management team every success and all the very best.”

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About LEMKEN: LEMKEN is a leading international specialist in professional agricultural machinery. This medium-sized family-run business develops practical equipment for seeding, soil cultivation and crop care, as well as solutions for the digital networking of machines and data. Since 1780, around 2,000 employees at 32 sites worldwide have been combining tradition with innovative strength and a passion for productive and sustainable agriculture.

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Image: Klaus Kuhl (CFO), Robert von Keudell (CSO) and Dr Thomas Lange-Stalinski (CTO) (from left to right) form LEMKEN's new three-member management board.

