

## **Kwizda Agro Expands Portfolio Expertise: Lukas Kohl Appointed Head of Global Portfolio and Asset Management**

Strengthening leadership to drive growth and innovation in crop protection

Vienna, June 30, 2025... **As of May 1, 2025, Lukas Kohl (35) has taken over as Head of the newly established Global Portfolio and Asset Management (GPAM) unit at Kwizda Agro. In this role, he reports directly to Managing Director Ronald Hamedl. The new structure brings together the areas of Asset Management and Partner & Portfolio Management, strengthening the strategic direction of the entire crop protection portfolio – from product development and international market launches to targeted portfolio optimization through strategic partnerships.**

### **Focus on Customer Needs, Innovation, and Market Success**

Kwizda Agro's structural realignment is a response to increasing market demands, a faster pace of innovation, and growing complexity in sales and product development.

"Successfully bringing innovations to market today requires not just technological excellence, but also a deep understanding of market dynamics, customer needs, and application concepts," says Ronald Hamedl, Managing Director of Kwizda Agro. "Lukas Kohl embodies all of these qualities – with years of industry experience, strategic foresight, and an entrepreneurial mindset."

### **Extensive Industry Experience Meets Specialty Crop Expertise**

Lukas Kohl has been with Kwizda Agro since 2023. In his previous role as Partner & Portfolio Manager for Specialty Crops, he was responsible for product strategy across Austria, Germany, Hungary, and Romania. Prior to that, he held positions at leading companies in the crop protection industry, gaining extensive experience in managing international portfolios.

With an agricultural background specializing in viticulture and fruit production, combined with a business-focused management degree, Kohl brings both practical and economic expertise to the role.

"I'm proud to be part of a company that is growing strongly while developing sustainable solutions for agriculture," says Lukas Kohl. "Our clear set of values – especially reliability – is the foundation on which we continue to grow as a trusted partner to the agricultural and forestry sectors across several countries."

### **Photo (free for publication, Copyright: Kwizda Agro GmbH):**

Lukas Kohl, Head of the newly established Global Portfolio and Asset Management unit at Kwizda Agro.



**About Kwizda Agro**

Kwizda Agro GmbH is one of Austria's leading providers of chemical and biological crop protection products and a part of the Kwizda corporate group. The company is known for developing innovative active ingredients and for its expertise in producing complex, high-quality formulations. With a focus on technology and product development, as well as crop solutions, Kwizda Agro specializes in the development and international marketing of proprietary biological products for forestry, specialty crops, and arable farming. Through its international distribution network, the company offers expert advice on sustainable and site-specific crop protection. Kwizda Agro employs over 400 people across sites in Austria, Germany, France, Italy, Spain, Hungary, Romania, and the USA. The company is committed to supporting vital crops in agriculture and promoting healthy gardens as places of well-being.

More information at: <http://www.kwizda-agro.com/>

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