# PRESS RELEASE

**Christoph Beckenbauer appointed as General Manager of Swissbit’s Memory Division**

Bronschhofen, Switzerland. February 27, 2025 – Effective February 1, Christoph Beckenbauer has taken the helm as General Manager of Swissbit’s Memory Division. Drawing on extensive expertise in embedded systems and cybersecurity, he will lead the division in continuing Swissbit’s mission to set new standards in secure and reliable memory solutions tailored for demanding industrial applications. This strategic appointment reinforces Swissbit’s unique position as a European provider with in-house manufacturing capabilities and innovative solutions for safeguarding data and digital identities. Beckenbauer joins Swissbit from Swiss security firm LEGIC Identsystems, where he spent the past nine years as General Manager, playing a pivotal role in driving business expansion and growth.

With more than 20 years of experience in global enterprises, Christoph Beckenbauer has successfully transformed business models – from niche electronic products to comprehensive digital services for IoT ecosystems. He boasts a proven track record in business development, sales, and customer management, with notable expertise in the telecommunications sector and secure transaction solutions. His strengths lie in integrating diverse organizations and building high-performing teams committed to sustainable growth through entrepreneurial vision and personal dedication.

At LEGIC Identsystems AG, where he served as General Manager for over nine years (also holding roles as Key Account Manager and Head of Sales & Business Development), Beckenbauer oversaw the strategic and operational leadership of a company of over 100 employees. He was instrumental in transitioning LEGIC from a pure hardware supplier to a provider of integrated hardware and service solutions. Prior to that, he held leadership positions at companies such as BenQ and Siemens AG. The 53-year-old Swiss resident is married and a father of two.

Roger Griesemer, the former General Manager of the Memory Division, will transition within Swissbit to the Systems & Technology division. In his new role, he will focus on adapting emerging technology trends and providing strategic and technical guidance to further enhance the company’s success.

“I look forward to working with the Swissbit team as we enter the next phase of development and growth within the Memory Division. The fusion of industrial memory technology with innovative security solutions is a central challenge across many industries, and Swissbit is uniquely positioned to deliver sustainable and future-oriented solutions,” said Beckenbauer.

Matthias Poppel, CSMO at Swissbit, added, “With Christoph Beckenbauer joining us, we are gaining an experienced business leader who not only brings deep expertise in embedded systems and cybersecurity but also a wealth of leadership experience. His insights will be critical in advancing our strategy of integrating storage modules with cybersecurity.”

**Available images**

The following images are available for download in printable format at: <https://kk.htcm.de/press-releases/swissbit/>

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| Image source: Swissbit**Christoph Beckenbauer joined Swissbit as the new General Manager of its Memory Division on February 1, 2025.**  |

**About Swissbit**

Swissbit AG is the leading European technology company for data storage and security solutions. Our vision is to build a connected world where data and identities are trusted, ensuring digital sovereignty. Combining unique expertise in hardware and firmware design with advanced packaging know-how, Swissbit develops and manufactures innovative data storage, data protection, and digital identity solutions.

Swissbit's solutions are utilized across diverse industries, including industrial automation, networking & communications, edge computing, transportation, critical infrastructure, defense, and the public sector.

Founded in 2001, Swissbit operates offices in Switzerland (HQ), Germany, the USA, Japan, and Taiwan, and maintains its own semiconductor production facility in Berlin, Germany.

For further information, please visit [www.swissbit.com](http://www.swissbit.com).

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