

Spelsberg Group strengthens sales for the next growth step

Jeronymo Dietel takes over as Head of Sales

Schalksmühle, 31.08.2026. Spelsberg is setting the course for its continued growth strategy and strengthening its sales organization: effective 01 September 2026, Jeronymo Dietel will take over as Head of Sales for the Group. With this appointment, the innovative family-owned company is consistently continuing its strategic course and creating important prerequisites for implementing its future growth targets.

With Jeronymo Dietel, the manufacturer from Schalksmühle gains an experienced sales manager with extensive expertise in developing and scaling international sales organizations. The business graduate has many years of professional experience in senior sales functions in both medium-sized companies and corporate structures, most recently as Vice President Sales Central and Eastern Europe. The appointment follows the long-standing successful work of Andreas Sprecker, who played a significant role in shaping the development of sales at Spelsberg and established important foundations for its future direction. The company will now consistently continue its further development on this foundation.

Three-tier distribution, international expansion and new industries in focus

For the Spelsberg Group, this primarily means focusing on the consistent further development of its core business areas. In addition to further strengthening the national electrical wholesale trade, the company intends to systematically tap international market potential. At the same time, target industries such as digitalization, infrastructure and renewable energies are becoming increasingly

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important. In addition, the company intends to further expand its position as a provider of customized enclosures and electrotechnical system solutions and create additional value for customers, particularly through customer-specific customization. By establishing the Technical Solutions Business Unit at the beginning of 2025, the company has already created the necessary prerequisites for this. “With Jeronymo Dietel, we are gaining a leader who brings extensive experience in establishing and further developing international sales organizations. His strategic expertise and clear focus on sustainable growth will make an important contribution to implementing our corporate objectives,” emphasizes Thorsten Schwippert, Managing Director at Spelsberg.

By strengthening its sales leadership, the Spelsberg Group is underscoring its ambition to further expand its market position both domestically and abroad and to consistently continue its successful development as an internationally oriented provider of electrical installation and enclosure technology. The combination of a long-term partnership with the electrical wholesale trade, targeted internationalization and customer-oriented solutions provides the foundation for the company’s next growth step.

(approx. 3,000 characters)

About Spelsberg

Spelsberg is one of the internationally leading manufacturers in the electrical industry and is primarily active in the field of electrical installation and enclosure technology.

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The family-owned company with around 600 employees develops, produces and sells products and systems for the electrical trade and industry and is regarded as a competent problem solver for all enclosure-related tasks. Spelsberg has stood for safety, high quality and technical performance for over 120 years and has its own VDE- and UL-certified test laboratories. The range includes over 5,000 widely available articles, including junction boxes, Small distribution boards, terminal blocks, meter enclosures and industrial enclosures. Furthermore, the family-owned company develops, manufactures and markets enclosure as well as ready-to-wire systems tailored to customer-specific requirements. The enclosure specialist combines tradition and modernity: with the expansion into the e-mobility business sector, Spelsberg is positioning itself more broadly in the field of sustainable and forward-looking technologies.

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