

# Jutta Vo Quang - Freudenberg



## ***Transition towards performance in fashion***

Jutta is responsible for managing strategic marketing activities at the Freudenberg Group's Global Apparel division.

She has a background in economics and has been working for Freudenberg in Europe and Asia for many years. At the company she has led sales teams, implemented Key Account Management and increased factory level service.

She firmly believes that sustainability needs to play a decisive role in decision-making at the business level. She came to this conviction after seeing the “true cost” of recent fashion industry trends. Rapid changes in styles have led to the mass production of cheap clothing that often ends up directly in a landfill. For a technology company such as the Freudenberg Group, a road worth following needs to add value to society and not merely be a flash in the pan.