

## Press Release

### **Rosenxt strengthens leadership structure with two CEOs**

*Stans, March 30, 2026* – The technology company Rosenxt is introducing a refined leadership structure to support its continued growth. Effective immediately, Dirk van Vinckenroye and Chris Yoxall have been appointed as Chief Executive Officers, each with responsibility for a clearly defined core area: development and manufacturing (Creation) and operational execution in the market (Realization).

This leadership approach reflects the fundamentally different requirements of technological development and operational business execution. By assigning dedicated CEO responsibility to each area, Rosenxt ensures focused leadership while maintaining close alignment between innovation and market delivery.

Dirk van Vinckenroye will lead development and manufacturing (Creation), focusing on advancing Rosenxt's technological capabilities and expanding its solutions portfolio. Chris Yoxall will be responsible for operational execution in market (Realization), driving operational performance, market positioning, and global business activities.

The new structure underlines Rosenxt's strategic ambition to accelerate the transformation of new products and technology-based solutions into market-ready applications, increase order intake, and scale its international presence.

"Technological development and operational execution place very different demands on leadership," says Hermann Rosen, President of Rosenxt. "By assigning clear responsibility for both areas at CEO level, we are creating the conditions to advance innovation and translate it into market success more effectively."

#### **Driving innovation and market growth**

In his role as CEO Creation, Dirk van Vinckenroye will focus on further advancing Rosenxt's technology base and expanding its solutions portfolio. He has been instrumental in building Rosenxt from its inception. As General Manager, he played a key role in establishing the organization and implementing the company's strategic vision. With decades of international leadership experience in technology-driven industrial companies, he brings strong strategic and organizational expertise.

“Building Rosenxt together with the team has been an exciting journey,” says van Vinckenroye. “Over the past years, we have established strong structures, capabilities, and a solid technological foundation. We will now build on this to further develop our technologies and solutions.”

As CEO Realization, Chris Yoxall will lead the company’s operational units and drive the expansion of its international business. He is responsible for operational performance, product and market positioning, and the commercial development of Rosenxt’s business fields. Yoxall, a former COO of the ROSEN Group, joined Rosenxt in January 2025 and brings more than 30 years of international leadership experience in technology-driven industrial environments.

“Rosenxt has developed strong technological capabilities in a short period of time and is already successfully positioned in the market,” says Yoxall. “In the next phase, we will further strengthen these capabilities, scale our global presence, and translate our technologies even more consistently into measurable customer value and sustainable growth.”

Both areas will work in close alignment to ensure a seamless transition from innovation to application. This integrated approach enables Rosenxt to efficiently transform new technologies into market-ready products and advanced services that meet customer needs.

With its refined leadership structure, Rosenxt is well positioned to accelerate growth, strengthen its market presence, and further establish itself as a leading technology partner both regionally and globally.

### **Rosenxt Group**

Rosenxt is a forward-thinking technology group. Launched in 2023 by Hermann Rosen, the founder of the ROSEN Group, the company builds on decades of engineering excellence. As a privately owned global partner with more than 700 employees worldwide, Rosenxt continues to focus on developing cutting-edge technologies and has broad expertise in sensor technology, autonomous robotics, physical AI, and advanced materials. The company explores and develops highly innovative products and advanced technological services for markets in harsh environments – the underwater sector, industrial production, renewable energy, and integrity of assets in water and energy supply. The headquarters of the Rosenxt Group is located in Switzerland. For more information, please visit [www.rosen-nxt.com](http://www.rosen-nxt.com).

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