

Press release

Croma-Pharma: Theresia Pircher new global sustainability director

Leobendorf, Vienna, 8 June 2023. Theresia Pircher, MSc, is the new global sustainability director at Croma-Pharma. In this role, she is responsible for strategy development and its implementation as well as the introduction of an environmental management system at Croma.

Pircher began her career as a marketing and key account manager at the private TV station ATV and moved to the construction group Porr AG as head of marketing in 2007. In 2014, she successfully introduced sustainability management in the company and took over as head of the sustainability department.

In this role, she led the group's sustainability strategy and, together with her team, was responsible for target and measure development at a global level, analysis and evaluation of the company's sustainability performance and reporting, ESG ratings as well as stakeholder engagement. She was also responsible for implementing diversity management and workplace health promotion.

Pircher holds a degree in CSR and ethical management from the University of Applied Sciences BFI Vienna and is a certified foreign language translator from the University of Vienna.

'I am really looking forward to working with my colleagues at Croma to chart a successful course towards sustainability and firmly anchor it in the Croma DNA. This way, we will ensure the successful development of our company long-term and at the same time make our contribution to securing an environment worth living in for future generations', says Pircher.

The South Tyrolean has brought her passion for nature with her and spends as much time as possible in the Vienna forest and in the Austrian mountains.

About Croma

Croma is a global player in the minimally invasive aesthetics market and a leading European manufacturer of premium quality hyaluronic acid syringes. The company offers a comprehensive and innovative aesthetics portfolio including botulinum toxin, fillers, lifting threads and biostimulators complemented by its own skincare brand. Founded in 1976 by a pharmacist couple, Croma-Pharma GmbH is a family company headquartered in Austria where it also operates its manufacturing plant. With 550 employees, 13 subsidiaries in Europe and Brazil, two joint ventures and 60 exclusive export partners, it distributes its products in 80 markets globally, including the US/Canada, China and Australia/New Zealand. It also operates as a contract manufacturer in orthopaedics and ophthalmology. For more information please visit [croma.at](https://www.croma.at).

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