



Clara Sasse

**Member of the
Executive Board**

Sales | Marketing

Clara Sasse has been managing Sasse Group as a second-generation entrepreneur together with her sister since January 2022. As a member of the Executive Management Board, she is responsible for Sales | Marketing.

After completing her master's degree in organisational psychology at City, University of London, she gained valuable experience in the areas of project management, digitalisation and change management at a renowned international consulting firm. From October 2018, she supported the CEO of EMEIA as Chief of Staff.

In July 2020, Clara Sasse started working for the family business in the Sales division. After moving to the Sales | Marketing division in 2022, Clara Sasse successfully completed her MBA in Entrepreneurship at Zeppelin University Friedrichshafen.

As a member of the Family Business Network (FBN) Next Gen Committee, Clara Sasse is involved in organising and implementing (network) meetings and workshops for family businesses, while also being a member of Atlantik-Brücke.