

Press

Best leader 2023: Huni Park of Viessmann

- **Prestigious award honors the innovation and foresight of his project "Vi-Inspire/Idea Factory"**
- **More visibility for idea managers in companies**

Augsburg/Allendorf (Eder), March 29, 2023 - Huni Park, Vice President Corporate Communications of the Viessmann Group, was awarded "Best Leader" at the Germany Idea Management Congress 2023 in Augsburg. The jury had to evaluate 60 submissions. In the end, Huni Park was selected as the winner of the German Idea Management Award 2023.

There was a touch of the Oscars in the air when the presenter Anja Müller uttered the decisive sentence: "First place goes to Byung-Hun Park, also known as Huni Park, of Viessmann." Amidst the applause of 150 high-ranking guests - all idea managers of large German companies - Park received the glass trophy and certificate.

In her laudation, Anja Müller, correspondent for the Handelsblatt, said: "Dear Mr. Park, as Vice President Corporate Communications at Viessmann, you are also responsible for the idea management 'Vi-Inspire' in your function. You have succeeded in bringing innovation and idea management together in your area - to the 'Vi-Inspire/Idea Factory'. This promotes co-creation, lifts synergies and utilizes idea management even more strongly than before for cultural and strategic topics. Embedding idea management in a communicative environment also has a positive effect on the image of idea management as a whole."

Anja Müller continued: "With company-wide communities and campaigns, through storytelling via modern media and formats such as monthly short videos instead of long presentations, through podcasts, webcasts and live streams for the Viessmann app Vi2Go, you make idea management attractive and give employees an audible voice. This is reflected in an active idea culture, for example with a ratio of more than two ideas per employee."

The jurors were impressed by the effectiveness of the initiative, its motivating impact and its radiance in the internal and external public. The award particularly acknowledged the economic benefit and innovative power of the work.

Huni Park expressed his gratitude for the award, which he sees as a great honor not only for himself but for all idea managers. According to him, idea managers are much more than innovation drivers in companies. They are "departmental barrier breakers," "company culture formers" and strategic "company developers."

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Background:

The German Idea Management Award promotes idea management in the German-speaking world and honors companies and individuals who serve as role models in idea management. The nationwide competition is the highest award in idea management in Germany and is judged by an independent expert jury from science and practice. The evaluation criteria are linked to the goals of the 2030 Agenda for Sustainable Development.

With the award of the German Idea Management Award, the German Institute for Idea and Innovation Management wants to promote idea generators and leaders as well as future leaders who live an idea-rich corporate culture. The goal is to raise the importance of idea management in companies and increase the reputation of the awarded companies with customers and partners. In addition, the employer brand is strengthened vis-à-vis applicants and future employees by emphasizing the importance of lived employee participation.

About Viessmann

The family company Viessmann was founded in 1917 as a local garage for heating technology. Today, it has become a global, broadly diversified Group with over 14,500 family members and a total revenue of over 4 billion euros. The Climate Solutions and Refrigeration Solutions business areas include sustainable solutions in heating, cooling, water and air quality. Under Viessmann Investment, the Group bundles all strategic partnerships and investments in mid-sized companies. The diversification unit VC/O manages all venture capital investments in early-stage technologies, including Maschinenraum as a growing ecosystem for family companies. The development and operations of sustainable buildings are led by the diversification area Real Estate. The Viessmann Foundation coordinates all social commitments and represents the social responsibility of the family business. All activities are based on the company's purpose "We create living spaces for generations to come". This is the responsibility that the large Viessmann family faces every day.

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Photo caption:

Together with Peter Becker (Head of Idea Management, left), Denise Wellnowski (Idea Manager), and Jörg Schmidt (Deputy Head of Corporate Communications, right), Huni Park received the award as "Best Leader 2023." Photo: Susanne Mölle