Grundfos changes its organisation to improve customer proximity and fuel innovation
**26-Jan-2021**

Grundfos is implementing a global transformation to strengthen its position as one of the world’s leading water technology companies, pioneering solutions to the world’s water and climate challenges and improving quality of life for people.

The transformation is responding to trends in changing customer needs by reorganising for simplicity and speed, and by investing significantly into innovation and digital capabilities.

The company is organising its sales, marketing, technology and operations functions to serve four different customer segments:

* Commercial Building Services
* Domestic Building Services
* Industry
* Water Utility

This creates a more customer centric structure, where the whole value chain is focused on meeting customers’ unique needs.

The new organisation went live on 1 January 2021.

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