

# New production director to drive strategy at Sumitomo Rubber's Ladysmith Plant

Issued by [Sumitomo Dunlop](#)

21 Oct 2021

Sumitomo Rubber South Africa (SRSA), manufacturer of the Dunlop, Sumitomo and Falken tyre brands for the African continent, has appointed Anca Priscu as group director: production to design and implement strategies for the company's Ladysmith plant that maximise shareholder value for the group.



Anca Priscu

CEO of SRSA, Lubin Ozoux, said, "We are delighted to welcome Anca into the company as we continue to deliver on fair price, fair value, quality and safety for both direct customers and end consumers. Trained as a mechanical engineer and with vast experience in a wide range of positions including CEO, she has a proven track record for transforming companies into high performers."

With a Master's degree in Fine Mechanical Engineering from the Polytechnic University of Bucharest, Priscu began her career as a Mechanical Engineer at the Design Institute for Automation Engineering in Romania.

She later immigrated to South Africa and found work in the automotive industry as a new product development engineer. Her experience includes 15 years with Gabriel South Africa where she worked her way up through the ranks to general manager, having fulfilled various functional roles. In 2013 she joined Rheinmetall Laingsdale as CEO. She was promoted as COO and became one of three MDs of Rheinmetall Denel Munition in 2017.

From 2020, Priscu worked as an independent consultant for Norcros SA, assisting with strategic initiatives and execution, before joining SRSA in August 2021.

Visit the Dunlop ["Women driving the world forward" website](#) showcasing those who've steered the automotive sector to success, from early inventors of prominent car safety features that continue to save lives every day, to present-day, women-owned South African businesses and the company's own employees.

- " Over 100 youth to benefit from Dunlop's Business in a Box in KZN Premier-backed partnership 2 May 2024
- " Be a responsible driver this long weekend 28 Mar 2024
- " South African Touring Cars' youngest driver, Anthony Pretorius, ready to take to the track 14 Mar 2024
- " Dunlop partners with Extreme SuperCars for an exhilarating 2024 racing season 1 Mar 2024
- " RAF empowers Polokwane traffic officers through tyre safety workshop 22 Feb 2024

## Sumitomo Dunlop



Sumitomo Rubber South Africa, known as Sumitomo Dunlop, is a leading tyre manufacturing organisation in South Africa. Sumitomo Dunlop manufactures the Dunlop, Sumitomo and Falken tyre brands for Africa.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>