

Yanmar Compact Equipment EMEA appoints new Sales Director

Yanmar Compact Equipment EMEA has announced the appointment of Roy Haaker as Sales Director. Joining the business from 1 December, his appointment demonstrates Yanmar's commitment to becoming a leader in the marketplace and driving continued international growth.

With significant experience spanning numerous sales, marketing, product management and commercial roles, Roy brings invaluable knowledge, insight and expertise. Prior to joining Yanmar, he held the position of VP Sales & Marketing at Bobcat EMEA; and has also worked for companies including Doosan, Terex and Phoenix-Parker Group.

Based in the Czech Republic, Roy will report into Damiano Violi, Managing Director of Yanmar Compact Equipment EMEA. Over the coming months, he will work closely with the senior leadership team to further improve dealer and customer relations, as well as driving pan-European market share and further enhancing brand awareness.

Commenting on his appointment, Roy Haaker said: "I'm delighted to be joining the Yanmar team – a company renowned for its product quality, service excellence and commitment to innovation. Over the past few years, Yanmar has undertaken a transformational journey and, in result, has built a highly talented team and a truly dynamic business.

"This hard work has put the company in a perfect position to deliver upon its international growth ambitions, while further developing its strong EMEA network and building close relationships with customers region-wide. I'm looking forward to playing a driving role in its future journey, as Yanmar continues to grow and develop as a leading industry player."

Damiano Violi, Managing Director of Yanmar Compact Equipment EMEA, added: "From the integration of Yanmar Compact Germany (with its historic brand Schaeff), to new organisational structures and the development of a globally-acclaimed product

portfolio, Yanmar Compact Equipment EMEA has been through a period of steady evolution, building the right organisation for our successful future.

“Roy’s appointment reflects our vision to become a true leader in the compact equipment market. Through his work with several multi-cultural and international companies, he brings exceptional experience and unmatched knowledge to our growing team. I am confident that we have added a talented new team member to the Yanmar family.”

For more information about Yanmar Compact Equipment EMEA, or the company’s extensive product portfolio, visit www.yanmar.com/construction.