



Barbara Caporali appointed Commercial Director of Yanmar Compact Equipment in Region EMEA

Caporali will be responsible for a new-look commercial function, with wide ranging responsibilities aimed at actively growing Yanmar CE's market share in the European region.

As part of a wider reorganization of its sales function designed to establish the company as a market leader in its field, Barbara Caporali has been appointed Commercial Director of Yanmar Compact Equipment's (Yanmar CE) Europe, Middle East and Africa (EMEA) region.

Effective 15th April, established construction equipment executive Caporali will become responsible for a range of commercial activities, including dealer sales, key account sales, network development and demand planning. Her arrival is part of a regional reorganisation of the commercial department that is designed to improve the company's capabilities, gain market share and propel Yanmar CE towards its objective of becoming a compact equipment leader in the EMEA market.

Caporali has spent almost the entirety of her two-decade career at construction equipment company CNH Industrial, where she has held a number of leadership roles that encompass sales, network development and marketing. Her most recent position was Head of Network Development Europe.

Commenting on her new role Barbara Caporali said: "I'm pleased to be joining Yanmar CE at such an exciting time of growth for the company, both in the EMEA region and internationally. I am confident that we have the skills and resources to actively expand our penetration in the market and fulfil our ambition of 'Building with You' with more satisfied customers across EMEA."

"We are confident that Barbara's experience, strategic growth outlook and leadership skills are the right combination to deliver Yanmar CE's commercial aspirations across the key European, Middle East and African market, which accounts for roughly a third of global sales," comments José Cuadrado, Global Chief Executive Officer, speaking in his role as interim managing director of Yanmar CE's EMEA region. We offer "Barbara our full support in her new role."

Caporali will report to José Cuadrado and be based in Germany.

An Italian national, Caporali holds a degree in civil engineering from the University of Florence (Italy).