

Alberto Ortega appointed Commercial Director at Yanmar Compact Equipment EMEA

The move supports the company's next phase of commercial development, with a stronger regional structure built around dealer relationships and customer value.

Yanmar Compact Equipment EMEA has confirmed Alberto Ortega as Commercial Director, effective 1 July 2026.

Based in Spain, Ortega brings more than 20 years' experience in commercial leadership across international markets. He joins Yanmar CE from compact equipment manufacturer AUSA, where he held responsibility for the company's commercial activities, spanning sales, aftermarket, spare parts, marketing and product management.

In this new role, Ortega will support the continued development of the company's commercial organisation across EMEA, with a focus on strengthening dealer relationships, improving commercial execution and supporting customer-focused growth across the region.

Commenting on his new position, Alberto Ortega said: "Yanmar is a company with a strong heritage and a clear opportunity to further strengthen its position across EMEA. I am very pleased to join Yanmar Compact Equipment and take on this new challenge with humility, energy and a strong desire to contribute.

My first priority will be to listen carefully to our teams, dealers and customers, understand the realities of each market, and then help translate that into commercial execution. I look forward to working with the organisation and our dealer network to build stronger partnerships, support profitable growth and create long-term customer value."

With his international experience and strong commercial background, Ortega will help the business build closer alignment across its regional commercial activities and support its long-term growth ambitions in EMEA.