



FOR IMMEDIATE RELEASE

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Genie Focuses on Sales Support in the Germany/Austria/Switzerland Region with New Additions to Central EMEA Team

The updated Genie team brings a wealth of experience to deliver a Quality By Design customer experience across the region

Bremen, Germany (9th July 2024) – Genie is pleased to announce updates to its German-speaking Central EMEA team. These changes reinforce Genie's commitment to delivering a quality experience for our customers across the product lifecycle.

Effective immediately, several key appointments have been made within the Central Region (Germany, Austria, Switzerland) to bolster the team:

Sven Willmann, who is based in the South of Germany, and **Stephan Franßen**, who is based in North Germany, have joined the Genie sales team as Territory Sales Managers in addition to Markus Happ, Strategic Accounts Manager Genie since 2008.

With 17 years of experience in the access industry, including roles in Parts, Service and most recently as Senior Area Sales Manager for Haulotte, **Sven Willmann** is a respected figure in the aerials industry. He brings a wealth of well-rounded expertise and product knowledge that will support the needs of Genie® customers across the region.

Before joining Genie, **Stephan Franßen** spent 12 years in the industry in sales roles of increasing responsibility, mainly in the agricultural machinery sector, including his most recent role at a large John Deere dealership in North Germany. His commercial and analytical mindset, coupled with his supportive nature, will benefit the customer experience in the region.

Matthieu Muller who was appointed Regional Parts Manager for the Central Region on April 2, has over 10 years of experience in the automotive industry. His professional journey spans roles in sales, after-sales and business development, including a stint at Stellantis in Germany and various leadership roles in parts and services within the German speaking region. Matthieu will focus on cultivating strong customer relationships and developing the Genie parts business in the Central Region. He has a bicultural French/German background and is fluent in both French and German. He is based in South of France.

Kai-Uwe Zanner joined the Terex Financial Services (TFS) team in January as the Business Partner for Central Europe. Kai-Uwe's 20-year career in international sales financing has included notable roles at institutions like DeLageLanden (DLL), Key Equipment Finance and GE Capital. He also worked for sales financing arms of well-known manufacturers like GEA Group AG. This experience and knowledge will enable Terex Financial Services (TFS) to

develop and implement customized financing solutions for Genie products to support the needs of Genie dealers and customers across Germany, Austria, Switzerland, and France. Kai-Uwe Zanner is based in Germany.

These strategic appointments underscore Genie’s dedication to delivering a quality customer experience to our customers in the Central European market.

Markus Bandura, Sales Support Director for the Central Region, commented, “Working together, our new, strong Central Team is ready to ensure our customers across the region have the support they need from Genie to fuel their business success – whatever their goals may be.”

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Photo above: Sven Willmann, Territory Sales Manager



Photo above: Stephan Franßen, Territory Sales Manager



Photo above: Kai-Uwe Zanner, Financial Services Business Partner - GAS at Terex Financial Services in EMEA



Photo above: Matthieu Muller, Regional Parts Manager EMEA



Photo above: Markus Bandura, Sales Support Director for the Central Region (formerly GAS region: Germany, Austria, Switzerland)



The German Genie Team

About Genie

Since 1966, Genie has been the leading name in the aerials industry. With offices, team members and manufacturing facilities around the globe, Genie lifts and telehandlers can be found enhancing safety and improving productivity on jobsites worldwide. Genie's ongoing leadership in aerial lifts and material handlers is built on our ability to consistently deliver superior quality for our customers. At Genie, we achieve this **quality** not by chance, but **by design**. For more information on Genie products and services, visit www.genielift.com.