



Adam Ramsden, Managing Director for the UK and Ireland, Dometic

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## **Dometic: Dometic Appoints Adam Ramsden as New Managing Director for UK and Ireland**

Dometic has appointed Adam Ramsden as its new Managing Director for the UK and Ireland. He has replaced Marcin Klimczewski, who remains with the company as Territory Manager Emerging Europe.

Ramsden is based at the Blandford headquarters for Dometic UK Limited and reports to Bengt Thorsson, Regional President of EMEA, Dometic.

As the UK and Ireland Territory Manager, Ramsden has targeted an increased focus on customer satisfaction and accessibility. He will also concentrate on developing opportunities with new partners created by the recent acquisitions of Oceanair and SeaStar.

An experienced sales and marketing manager with a strong technical background, Ramsden was previously the Director of Global Sales at Hella marine.

He has worked for several years in international positions in the automotive, race car and marine industries. In addition to his sales roles with navigation and lighting specialist Hella, he also held a Sales Director position with marine electronics manufacturing business Scanstrut.

He was previously Group Sales and Marketing manager for Goodridge, managing specification of hydraulic hose systems, filters and specialised components into Formula 1, NASCAR and automotive clients.

Ramsden said: "Dometic is a brand leader in the marine and RV business, and the opportunity to join a company that was focused on product development and growth through acquisitions and organic increase was very attractive. We have a fantastic team headquartered in Dorset, with external sales personnel covering the UK, and I am confident I can bring the right mixture of stability and drive to enable the team here to improve what we do as a company.

"I want to really concentrate on customer satisfaction, which means increasing our accessibility to our customers, improving the availability of technical information, and simplifying our warranty and sales order process. We have already brought the Marine Aftermarket division under the responsibility of the Marine OEM team, and merged these divisions - meaning that we have strong knowledge of the marine industry and boat-specific requirements within one UK team.

"Quite clearly, Dometic is not resting, and the recent acquisitions of Oceanair and SeaStar underlines our future commitment to the marine business. I'm looking forward to working with these new partners, and developing the synergies and shared opportunities that we have."

Ramsden will play a key role in Dometic's new product management strategy

which has been implemented to drive product innovation and channel customer feedback in both the marine aftermarket and OEM sectors.

Renowned as a continuous innovator for its award-winning advancements since the 1950s, Dometic has taken the step to strengthen its structure to further enhance satisfaction and clarity for its customers in line with the successful launch of its unified brand positioning last year which harmonised the sub-brands into one global Dometic brand.

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**About Dometic**

Dometic enriches people's experiences when away from home by providing smart, reliable products with outstanding design for mobile living in the

areas of Climate, Hygiene & Sanitation and Food & Beverage. Dometic manufactures and sells products within these areas for use in mainly recreational vehicles, trucks and premium cars, cruisers and work boats, and for a variety of other uses. Dometic operates 22 manufacturing/assembly sites in North America, South America, Europe and Asia-Pacific. Dometic products are sold in more than 100 countries. Dometic has 6,500 employees and is listed on NASDAQ Stockholm.

For more information on Dometic, please visit: [dometic.com](https://www.dometic.com).