



Paul Hickinbotham, new Product Manager EMEA Marine at Dometic

Aug 02, 2017 10:00 BST

## **Dometic: Dometic Appoints New Product Manager EMEA Marine**

Dometic has announced the appointment of 18-year company veteran Paul Hickinbotham as its Product Manager EMEA Marine.

The new role has been created to drive product innovation and customer responsiveness by channelling the latest consumer feedback and market intelligence for each specific region in both the OEM and after-market sectors through to Dometic's product development and sales teams.

Previously EMEA Director - Sales and Administrations & Commercial Division at Dometic, Hickinbotham will lead a dedicated team from his UK base, reporting to Head of Product Management EMEA, Sophie Dixon. The main focus of the new department will be to collate specialist market information from across the EMEA region and work closely with the company's factories to identify new design and technology concepts, innovations and improvements for Dometic's huge range of leading systems and equipment for the marine industry.

Renowned as a continuous innovator for its award-winning advancements since the 1950s, Dometic has taken the step to strengthen its product management strategy 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.

Julien Le Feuvre, Head of Marine OEM – EMEA, said: “Paul will combine years of experience of the market with regular communication with show visitors and marine equipment users to enable his team to develop a broad view of what is really important for our customers. This valuable specialist knowledge will ensure Dometic is fine-tuned to regional needs, thus guaranteeing continued innovation. In turn, our sales team will have up-to-date, relevant information to further enhance our capabilities to meet the requirements of OEMs and after-market customers. We hope this new commitment further strengthens the message central to our rebrand that we offer smart, reliable, innovative products all represented under a distinctive corporate brand which can be easily recognised and trusted by our customers.”

In his former role at Dometic, Hickinbotham led the growth of the company's OEM and commercial divisions throughout EMEA to a strong position in the industry, with demand for Dometic products and installations continuing to increase in this sector.

Dometic has launched the new rebrand position, labelled 'Mobile Living Made Easy', across the company, which supplies products for customers in the caravan, truck and outdoor markets, as well as in the marine sector. The marine air-conditioning, sanitation and galley equipment specialist's valuable sub-brands, including Cruisair, Marine Air and SeaLand, are now offered by Dometic, harmonising the company's product range into one overarching, globally-recognised brand.

---

## 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).