



Martijn Oggel, new Global Sales Manager for YANMAR MARINE INTERNATIONAL

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YANMAR MARINE INTERNATIONAL: YANMAR MARINE INTERNATIONAL Appoints New Global Sales Manager

YANMAR MARINE INTERNATIONAL (YMI) has appointed experienced automotive service and business development manager Martijn Oggel as its Global Sales Manager.

Reporting directly to YMI Director of Sales and Marketing Floris Lettinga, Martijn will implement the company's strategic directives in alignment with local offices and key distributors, further developing YANMAR's leading

market position in the global marine industry. The new role has been created to ensure an increased focus on maximizing results and efficiency to enable sales development and market penetration.

With a strong background in working with OEMs and diesel specialists, in aftermarket distribution and with business experience in the automotive sector, Martijn spent eight years with Japanese multinational DENSO Europe in the role of Service Operations and Business Development Manager in EMEA. He joins YANMAR following two and a half years at automotive battery management specialist Midtronics EMEA, a US company based in the Netherlands, where he adopted a solution-based selling process with customers.

Based at YMI Almere, Netherlands, Martijn said: “Having already collaborated with YANMAR in recent years through my position at DENSO, I am really looking forward to now contributing to a company which has its sights set on long-term strategic change and growth. I am confident that in my new role I can effectively use my experience of Japanese corporate culture, extensive knowledge of diesel products, background of managing local and remote offices, and ability to work with customers, OEMs and distributors in culturally diverse areas.

“My aim is to strengthen brand awareness and market position for YANMAR, developing the solution portfolio from engines to integrated systems. I will also focus on enhancing the efficiency of our headquarters and local sales teams and developing processes and tools to create clarity and structure across the whole customer engagement experiences and sales procedure. It is also vital that we continue to engage more closely with our target customers by more direct interaction through local YANMAR presence.”

YANMAR continues to strengthen and unify its company structure in tandem with exciting new product launches as it strengthens its position in the industry as the leading supplier of innovative engines and technology-driven marine propulsion systems to the leisure and light duty commercial markets.

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About YANMAR

With its beginnings in Osaka, Japan in 1912, YANMAR went on to become the first company to succeed in making a compact diesel engine of practical size in 1933. With industrial diesel engines as the cornerstone of the business, YANMAR has continued to expand its range of products, services and expertise to deliver total solutions as a diesel engine and equipment manufacturer. Providing small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine engines, machine tools, and components – YANMAR’s global operations span seven business domains on land and at sea.

Based in the Netherlands, YANMAR MARINE INTERNATIONAL is focused on the leisure marine sector globally, supplying engines for both sailboats and powerboats, and light duty commercial applications. Over the years, YANMAR has built an enviable reputation for proven marine technology delivering high

quality and reliability and continues to develop advanced technology for the cleanest and most efficient diesel engines.