



Press Release
October 7th 2019

Cibes Lift Group bolsters global management team

Cibes Lift Group, Europe's leading manufacturer of low-speed lifts for public and private environments, has appointed experienced accessibility industry professional, David Harrison, to the role of Group Marketing Director.

Over the past decade, Cibes Lift Group has evolved from a local Swedish company to an international group with more than 600 employees in 15 countries and distributors in over 50 countries.

Geographical expansion has been intense in recent years with the establishment of sales offices and subsidiaries in Asia, Europe and the Middle East.



David joined Cibes in September from accessibility and patient handling equipment manufacturer Handicare, where he worked for a total of 16 years. At the time of departure, David was Sales and Marketing Director, responsible for UK direct sales of stairlifts, accessible bathrooms and home lifts.

In the newly created role at Cibes, David is responsible for leading the company's marketing and lead generation strategy to deliver enhanced profitable growth in line with the company's ambitions to rapidly expand its global footprint.

"I'm really looking forward to supporting the teams in different countries and exploring the many opportunities for increasing Cibes' share of the residential and public markets which are currently experiencing rapid growth," says David.

"Now is an exciting time to develop our offer and services further, raising the profile of our brand, nurturing key relationships and sharing best practices to benefit our partners and subsidiaries."

Cibes Lift Group Sales & Marketing Vice President, Chris Roggeband, added: "David brings a wealth of experience and I'm delighted to welcome him to Cibes' management team.

"We have seen a steady increase in demand for our offering and David's in-depth understanding of the accessibility market combined with his wide experience of lead generation and development makes him the perfect person to drive our expansion through enhanced marketing campaigns at a strategic level."

Ends

Cibes Lift UK
Tel: 0800 085 0269
Email: info@cibeslift.co.uk
Web: <https://www.cibeslift.com/gb/>