

Press Release
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Stiebel Eltron UK Continues Growth with Appointment of New Regional Manager

Leading green energy firm Stiebel Eltron UK is expanding its operations with the appointment of a new regional manager.

Richard Myers has been taken on to manage Stiebel Eltron UK's renewable accounts in the South East region. He will be tasked with bringing in new installer partners, developing existing relationships with installers and creating new business and sales opportunities.

Merseyside-based Stiebel Eltron is one of the UK's leading microgeneration products manufacturers, offering the most up to date heat pump, solar PV and solar thermal heating solutions. It has a global turnover of more than 475m Euros, employing more than 3,000 staff worldwide.

Richard, 41, joins the company with a strong sales and business development background in the heating and plumbing sector.

He worked his way up through the ranks of leading heating and plumbing merchant Wolseley UK, starting as a trade counter warehouse assistant then being promoted to sales rep, key account manager and business development manager. Richard was then given the role of branch manager, launching a new pipe centre in Chelmsford.

He then joined Uponor as a regional sales manager, with the responsibility of leading the company's underfloor heating and pressure pipe sales in the South East.



Richard said: "It was whilst working at Uponor that I was really introduced to the world of renewable energy and heat pump technology. I built up a good knowledge of underfloor heating systems and the benefits of green energy, which really inspired me to want to work in the industry.

"I am convinced that renewable energy is the way forward and Stiebel Eltron is at the forefront of the sector in the UK. Stiebel Eltron UK came recommended to me by many people as the Rolls Royce of green energy companies and I want to work with the highest quality products out there.

"Stiebel Eltron is a very highly respected company across the globe and their service level is widely recognised as second to none. I was therefore delighted to be offered this key role within the company. The business is growing rapidly and the senior management team share my ambitions – this is a fantastic opportunity for me to make my own mark in the South East and build the brand even further."

Mark McManus, Stiebel Eltron UK managing director, said: "We have had a great start to 2012 and the first few months have already seen considerable growth for the business. Bringing Richard in reflects our ambitious growth strategy. He is a great fit for the company as he is knowledgeable, dynamic, ambitious and eager to be a part of the green energy revolution.

"Richard already has an extensive list of contacts having worked across the South East region for more than 15 years, and we will of course support him to further build that network. There is a

growing demand for microgeneration in the UK and bringing in another regional manager will allow us to explore more installation opportunities, and of course improve our customer service to clients.

“Despite the government’s lack of clarity on key legislation such as the Renewable Heat Incentive, we believe that the UK market is robust and will continue to grow in both the short and long term.”

Richard, who was born in London and now lives in Colchester, added: “My first aim is to learn as much as I can about Stiebel Eltron’s technology – I’m looking forward to going out to work alongside our installer partners and gain a ‘hands on’ working knowledge of our products. Stiebel Eltron already has some great relationships with South East installers and it will be my job to build on these relationships and meet new potential installer partners.

“Many of the areas in my patch are also off the gas network, which means the properties could save a lot of money using heat pump systems. This will be a key message for me moving forward.”

For more information email Richard.myers@stiebel-eltron.co.uk or call Richard on 07894 483837.

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About Stiebel Eltron

STIEBEL ELTRON provides convenient technical solutions for every aspect of renewable energies, hot water, air conditioning and central heating. Founded in Germany in 1924 by Dr. Theodor Stiebel today it is one of the world’s leading specialists in heating, ventilation, air conditioning and systems technologies. It has a worldwide turnover of 475m Euros and employs 3000 staff.

Stiebel Eltron opened its new UK office on Wirral International Business Park on Merseyside in February 2008 having previously been based in Northampton. Visit: www.stiebel-eltron.co.uk