

22 November 2013

Two new appointments for New Holland's UK and ROI marketing team

New Holland has welcomed two new members to its UK and ROI marketing team with the dual appointments of Nicolas Ferrara and Mark Crosby.

Nicolas Ferrara will head up the marketing team as Marketing Manager, assuming responsibilities for the markets from Richard Spencer, who has moved to his new role as Dealer Business Development Manager. Mark Crosby takes on the role of Product Marketing Support – Low HP Tractors and Telehandlers, replacing Sarah Johnson who recently left New Holland.



Having joined CNH Industrial N.V. in 1999, Nicolas brings a wealth of experience and knowledge to his new position following his work in other roles and markets across the group. His background includes engineering, product training as well as commercial and aftersales to name a few. These positions have seen him located in South America, the Middle East and Europe.

Nicolas said: "I am thrilled to join the UK and ROI marketing team and am very much looking forward to working closely with our dealer network. My experience is far reaching and I hope to bring a fresh perspective to our marketing plans which we begin to roll out in the near future."

Mark Crosby joined New Holland in 2010 working with the European demonstration team, supporting the organisation of events to showcase New Holland products.

Mark said: "Following three seasons with the European demonstration team I am delighted to take up the new role of Product Marketing Support for the UK and ROI. I have first-hand experience of New Holland tractors and telehandlers and am looking forward to using my knowledge to support the team."

Business Director for the UK & ROI, Andrew Watson, commented: "I am delighted to welcome Nicolas and Mark to the team. Having worked in different business units around the globe, the international dimension they will bring to the UK and ROI is invaluable and will be a massive asset to us as we continue to build our success."

PRESS RELEASE

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com



PRESS RELEASE



<http://it.youtube.com/user/NewHollandAG>



www.flickr.com/photos/newholland



<http://www.facebook.com/NHAgriUKandROI>



<http://twitter.com/NewHollandAG>



<https://plus.google.com/117086178528241801087/posts>

Press contacts:

Sara Sebastianelli, New Holland Agriculture. Phone: 01268 295 268,
email: sara.sebastianelli@newholland.com

Harriet Saywell-Lee or Claire Bradley at Remarkable Public Relations. Phone: 01962 893 893,
email: Harriet.saywell-lee@remarkablegroup.co.uk or Claire.bradley@remarkablegroup.co.uk