

Case Construction Equipment strengthens its UK strategic accounts team

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Case Construction Equipment has appointed a new regional strategic accounts manager, Ben Beard

Global construction equipment manufacturer CNH Industrial has appointed Ben Beard to the post of strategic accounts manager for their Case Construction Equipment brand, for southern England.

Ben joins Case from Finning, with whom he had been for eleven years, most recently working in account management covering the south west.

He joins the company bringing a wide range of sector experience, having held previous positions within engineering and product support, as well as service and sales, to account management.

Ben Beard said of his appointment: "I am excited to be joining such a renowned global brand. I am also looking forward to working with the Case team to further develop strategic business accounts across the south."

Scott Freeman, business director CNH Industrial Construction Equipment for UK and Eire, said: "I'm confident Ben will strengthen our key accounts team and help to ensure we grow our existing business as well as develop new business across all construction equipment market sectors. Our expansion program in the south of the country is paramount to our performance overall, this means development of the correct people and also strengthening our distribution network."

Visiting our website, you will be able to download texts, high resolution image files and videos related to this press release (jpg 300 dpi, CMYK): www.casecetools.com/press-kit



PRESS RELEASE

CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at www.CASEce.com.

CASE Construction Equipment is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

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