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## **New Holland marketing team promotions to drive continued success**

New Holland is set to continue its successful growth in the UK and Ireland with two key promotions within its marketing team.

Having spent more than five years co-ordinating all Brand Communications for the New Holland brand, Sarah Johnson will be moving to a new role as Product Marketing Specialist.

Sarah has nearly eight years' experience with New Holland after starting in the European Product Training department, where she specialised on the auto-guidance Precision Land Management (PLM) range.

The knowledge gained in the UK and Irish markets, combined with her store of in-depth technical knowledge will allow Sarah to take responsibility for tractors up to 115hp, telehandlers and groundcare equipment.

Sarah said: "This will be a great new challenge and it's one I'm looking forward to. I'll enjoy working with our Dealers, being closer to the products and being able to focus on their detail, especially the best-selling T5 range."

To fill the role in Brand Communications, Sara Sebastianelli joins the UK Marketing team at Basildon. Sara has worked for New Holland for more than seven years, including group level brand communications at the head office in Turin.

Sara Sebastianelli added: "I want to use my own experience and familiarity with New Holland to build on Sarah's brilliant work raising the company's brand, values and strengths so successfully."

Marketing Manager Dick Spencer said: "I would like to thank Sarah Johnson for the tremendous job that she has done in the UK and Ireland. I'm sure she will be just as successful in her new role, providing a professional level of support to our Dealers and customers in this key segment of the industry."

"Sara Sebastianelli is the perfect choice to replace Sarah, as she brings an enviable wealth of knowledge and experience to her new position. I am looking forward to working with Sara in our quest for continued growth in the UK and Irish markets."

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](http://www.newholland.com)*



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