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EMEA New Holland Agriculture Announces Key Appointment

New Holland Agriculture has welcomed a new head of its EMEA Marketing & Communication team with the appointment of Lars Skjoldager Sørensen as Marketing Director.

Having joined New Holland Agriculture in 2007, responsible for export sales and business development in the Nordic and Baltic countries, Lars became Business Director of Denmark in 2009, after a successful turnaround process of sales that guided New Holland into one of the leading positions in the market.

In 2011 he became Business Director of the Nordic region and CEO of CNH Denmark, maintaining and consolidating the business of New Holland Agriculture in the Nordic area.

In 2013 he was appointed Brand Leader for APAC (Russia/Australia/Pacific region) adding a solid international dimension to his sales and marketing experience.

Lars said: "This will be a great new challenge for me and I am looking forward to joining the EMEA Marketing team, bringing with me a proactive and customer focused perspective."

Carlo Lambro, Brand President of New Holland Agriculture, commented: "Lars will bring an enviable wealth of knowledge and experience to his new position, facing important challenges into our quest for continued growth of the business."

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



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