

New dealer network manager joins Case in the UK

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Case Construction Equipment has appointed a new network development manager in the UK

Jane Whittle, who has been working for Iveco Limited (part of CNH Industrial) as operational marketing manager for the past two and half years has now joined the Case team.

Working alongside Rick Morris, Network Development UK & Eire, Jane will be based at the company's new UK headquarters in Doncaster and be responsible for further developing and supporting the company's dealer network, which has experienced considerable expansion over the past 18 months.

During her time with Iveco Jane was responsible for 18 dealerships in the UK and Ireland as well managing the marketing and advertising for the brand, introducing modern marketing practices, improving database management and lead generation. This resulted in a more integrated approach to marketing and helped to create stronger relationships between the dealers and their customers.

Prior to joining Iveco, and after leaving university with a degree in marketing, Jane worked for the Bank of America in consumer finance and credit card products. Her role included marketing big brands such as VISA and MasterCard and working with their affinity partners in banking, sports, retail and charity, these included, Santander, Alliance and Leicester, Manchester United, Arsenal, Homebase, Ryanair and IHG Group National Trust, and WWF.

This was followed by six years working for a finance subsidiary of International Motors Group looking after the pr, marketing and advertising of a B2C used car dealer group with sites throughout the UK, a B2B leisure finance business specialised in caravans, motorhomes and holiday lodges.

Jane said: "I am looking forward to joining the Case team and working with our dealers. I am confident my knowledge of CNH together with my experience in marketing will help them to further develop new business."

Scott Freeman Business Director UK & Eire added: "We are very pleased to have Jane join our successful team and I'm sure she will be an asset in helping to support our growing dealer 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

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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