

MEDIA RELEASE

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Case IH announces new brand leader for Australia and New Zealand

Case IH Australia New Zealand is looking to the future with a change at the top of its leadership team.

Current Case IH Marketing Manager Pete McCann has been appointed in the role of Brand Leader for Australia and New Zealand, taking over from Bruce Healy who is moving into a different area of the CNH Industrial business in early April.

Michele Lombardi, Executive Managing Director CNH Industrial ANZ, made the announcement at the annual Case IH Dealer Conference this week, saying Mr McCann had the passion, knowledge and experience necessary for the role and the vision to take the company forward.

“As a member of the Case IH team for the past eight years, and marketing manager for two of those years, Pete has taken responsibility for raising the profile of the brand and ensuring the people around him are the very best in their respective fields,” Mr Lombardi said.

“We’re excited about the ideas he brings to this role and where he sees Case IH Australia and New Zealand going in the future.”

Mr McCann said it was a great honour to be appointed to the role and he was looking forward to the challenge.

“Case IH has been such an iconic brand over such a long period of time, so to have the chance to become Brand Leader for this region is something very special. I appreciate the responsibility that comes with it but I know I have a great team of people around me who are as enthusiastic about the future as I am,” he said.

“I look forward to working closely with our customers and dealers and continuing to build on the current foundations to ensure Case IH remains a global leader in this industry and that Australia and New Zealand are at the forefront of that growth.

“I have big shoes to fill but have learned a lot from Bruce over the years, and know that knowledge will help with the planning and decisions ahead.”

Mr Lombardi also paid tribute to current Brand Leader Bruce Healy, who has been in the role since 2011. He said he had a passion for the brand and had worked hard to build the foundations required for the company’s ongoing success and growth.

Mr Healy congratulated Mr McCann and said he left the role knowing the company was in good hands.

“My time as Brand Leader of Case IH Australia and New Zealand has been enormously satisfying but the time is right for a new challenge. I have worked very closely with Pete for the past seven years and in that time I’ve come to respect his vast knowledge of agriculture, his dedication to the brand and its customers and the enthusiasm he brings to the job each day. I wish him every success,” Mr Healy said.

Mr McCann grew up on a farm at Dubbo and prior to joining Case IH in 2010, he worked for GPS-Ag. He will take over as Brand Leader from 1st April 2018.

[ends]

Caption: Pete McCann, left, with Bruce Healy after this week’s announcement.

Drawing on over 175 years of heritage and experience in the agriculture industry, Case IH provides a powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support required to be productive in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.

Case IH 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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