

CASE appoint Emilio Portillo as Europe Network Development Director

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Emilio Portillo has been appointed the Europe Network Development director for CASE Construction Equipment. Portillo will oversee the activities of CASE's Europe-wide network of construction equipment dealers

In a career spanning 19 years in industrial vehicle sales and marketing, Portillo has held several positions at CASE's sister brand IVECO, including Sales Director, Used Vehicles Director and Marketing Director Spain & Portugal. His most recent role was General Manager of LCV Sales and Business Development for Nissan.

"We have already started making significant improvements in our performances by simplifying business and processes. We aim to continue with this work in the future, with a network optimisation process that focuses on those partners who are willing to grow and are ready to create an excellent customer journey," said Portillo.

A focus on aftercare solutions will be crucial to Portillo's vision for these improvements, as he explains: "Customer centricity is fundamental to us growing our business and reaching the common goals between CASE and our dealer network. In order to maximise value to the customer, one of our priorities is to focus on developing network capabilities in the aftermarket area.

Selling new units is no longer enough. To be competitive, equipment producers and dealers have to be ready to sell bundled offers and augment product sales with services. For this reason, we have recently launched the Dealer Aftersales Shift (DAS) pilot project in some European regions."

"The dealer network is fundamental to CASE operations," said Nicola D'Arpino, Vice President Sales and Marketing, CASE Construction Equipment Europe. "We are always looking to strengthen, hence the appointment of a dedicated director. All at CASE wish Emilio the best of luck and success in this role," he concluded.

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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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