15. August 2017

Krone makes strategic appointment

Ingo Geerdes is the new Managing Director of Key-Account-Management/Fleet/Used

As part of the realignment of sales activities in Key-Account-Management, Ingo Geerdes has been appointed Managing Director of Fahrzeugwerk Bernard Krone GmbH & Co. KG. In this role, the 48-year-old will responsible for both national and international areas of Key-Account-Management as well as all Krone Fleet activities and the Krone Used Organisation. A key objective of this restructuring is to work even more closely with rental and large fleets. Krone is thereby staying abreast of the constant growth and advancing internationalisation of major customers. As part of this, particular emphasis is placed on inter-divisional contact with the corresponding contact partners, in order to be able to handle the particular needs of these customer structures in an improved way and to be able to tackle the new challenges presented by ever more rapid market developments. German-born Ingo Geerdes has been employed by Krone for over 25 years and has excellent knowledge of the commercial vehicle industry. After joining the company in 1991, he first experienced success in various leading roles, with his tasks including the establishment of the sales structure in the then newly-formed German states as well as working as Head of Sales for the introduction of the Krone Group refrigerated vehicle portfolio.

If you have any questions, please do not hesitate to contact me.:
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