

Press Release: Changes in Sales Management

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Changes in Sales Management at Müller-Elektronik

Since September 15th, 2022, there have been changes to the management of the sales team at Müller-Elektronik: Hendrik Höhle, who has been with Müller-Elektronik for nine years and has experience in Product Management and as Key Account Manager in sales, has taken over general sales management as OEM Sales Manager for the Salzkotten and Neustadt in Saxony locations. He is now responsible for key account management for customers in the regions of Western and Eastern Europe as well as Asia-Pacific. Hendrik Höhle succeeds Heiner Grotenhöfer, who is taking on new professional challenges. We would like to take this opportunity to thank Heiner Grotenhöfer for his many years of successful collaboration.

At the same time, Nicholas Hughes from the parent company Trimble Inc. was named Senior Director Global OEM Sales. The sales and marketing specialist from Ireland has been active in managing positions in the agricultural sector for many years. During his now four-year tenure at Trimble, Nicholas Hughes has played a significant role in the launch of Trimble's "Connected Farm™".

The new international management team in OEM sales, led by Nicholas Hughes and Hendrik Höhle, reflects our commitment to bringing the Trimble Agriculture segment even closer together and exploiting synergies to promote the success of our OEM partners.

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Caption

As the new OEM Sales Manager, Hendrik Höhle takes over general sales management for both ME locations in Germany

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About the company

Founded in 1977 with its headquarters in Salzkotten, Müller-Elektronik GmbH is a pioneer and market leader in the development, production, and distribution of electronic solutions for agricultural machinery. Since more than 40 years, the company has been offering future-oriented overall concepts for the development and marketing of ISOBUS hardware and software solutions for agricultural machinery manufacturers and the aftermarket. Since 2017, Müller-Elektronik belongs to the Trimble Group, a global leader for GPS technologies.

More information at: <https://www.mueller-elektronik.de/>

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