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PRESS INFORMATION

September 2015

Mitsubishi Electric is taking on a new Technical Sales Representative

Mitsubishi Electric is growing fast and this summer we took on a new Technical Sales Representative.

In August the Gothenburg office took on a new Technical Sales Representative, Peter Eknander. Peter was previously with Metos Storkök for three and a half years, where he worked as a project sales engineer in the construction industry. He has extensive experience as a salesperson going back to 1985. He has worked in sales for the grocery, restaurant and institutional catering sectors. In addition, he has worked for 10 years as a salesperson for AB Podab, selling laundry equipment to the commercial property sector. (Distributors, public sector, Riksbyggen, HSB, SBC and private landlords)



In his new role at Mitsubishi Electric, Peter will cultivate new and existing customers in Gothenburg and the south of Västra Götaland county and in Småland county. His previous experience of heat pumps comes mainly from his time at Vuab. He sees his main challenge as trying to increase our presence with existing customers, as well as establishing partnerships with new customers in his district. Peter says the following about his perspective and expectations as a new salesperson at Mitsubishi Electric:

"It is a highly stimulating challenge to work with such a strong brand and in an organisation that I know has a very positive attitude."

Mitsubishi Electric is a global leader in the research, manufacturing and marketing of electrical and electronic equipment used in communications, consumer electronics, industrial technology, energy and transportation. Its head office is located in Häggvik, north of Stockholm. The company also has offices in Gothenburg and Lund.

The company has operated in the Nordic region for 30 years and has 50 employees.

Mitsubishi Electric Scandinavia is responsible for sales and the support of its own products in Sweden, Norway, Finland, Denmark and the Baltic states.