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PRESS RELEASE

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Mitsubishi Electric is taking on a new Technical Sales Representative

Mitsubishi Electric is growing fast and we can now announce that we are taking on a new Technical Sales Representative.

In April the Stockholm office took on a new Technical Sales Representative, Mathias Strömberg. Mathias has a background as an electrical and telecommunications technician and has training in sales; he has worked in several different sectors but for the last 20 years has worked as a salesperson.

Mathias' previous job was at the Tesab company NKI KYL in Örnsköldsvik, where he has been responsible for heat pumps and air conditioning since 2006. As to the question of how he views his future at Mitsubishi Electric, he says that the opportunities are excellent, with a strong brand, great products and an outstanding organisation. And he says that he has colleagues with a great deal of experience who can help him in his new sales role.



Mathias Strömberg will be working as a Technical Sales Representative, with a region stretching from Sundsvall to the Arctic Circle in Sweden's northern Norrland district. He sees the region not only as large in size but with a huge development potential. What he means is that with its presence in the area, Mitsubishi Electric will now be able to provide existing and new customers more help all the way through with large and small projects.

He sees the potential to create new contacts as positive, and feels that Mitsubishi Electric's strong brand, organisation and range of products will give customers a natural opportunity to develop their businesses and sales.

Mathias will be based in Örnsköldsvik where he lives with his family. In his leisure time he likes spending winters in the mountains, fishing and driving a snowmobile, but he emphasises that he spends the summer in Sweden's most beautiful archipelago, and by that he does not mean the Stockholm or Gothenburg archipelagos but the High Coast archipelago on the Gulf of Bothnia.

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.