

## New sales director at PWM in Bergneustadt

**International experience and technical know-how: PWM in Bergneustadt has a new sales director.**



Juan Carlos Quintero, Sales director | © PWM GmbH & Co. KG

Putting the customer at the centre of the job while remaining one step ahead of the competition in terms of technology - that is the responsibility of PWM's sales department, the global market leader for petrol station price displays.

„The market is changing locally and abroad,” says Dr. Max Krawinkel, CEO of this long-established company. „We compile our team in such a way that we can actively help shape change.” For this, he has created the position of Sales director, which he had up to now filled himself in addition to the responsibilities of a Managing Director.

Also joining the team is the industrial engineer Juan Carlos Quintero - a proven sales expert with national and international experience, who is proficient in technology-driven SMEs as well as the mineral oil industry. As sales director, he will take over the German sales department with immediate effect. He will share the leadership of international sales with Susanne Hammerschmidt.


His first two weeks with PWM left Juan Quintero optimistic: „At PWM, I see tradition and the future optimally connected,” he says. „The products and team are properly prepared for the market, while challenges lying ahead make this job particularly exciting. I'm looking forward to what's coming.”

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