



## FOR IMMEDIATE RELEASE

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### **GENIE STRENGTHENS ITS SALES TEAM IN GERMANY, AUSTRIA & SWITZERLAND**

*Markus Bandura appointed as Genie Territory Sales Manager, Terex AWP, to develop existing and new business opportunities*

**Bremen (Germany), 28<sup>th</sup> February 2020** –Markus Bandura has been appointed to the position of Genie Territory Sales Manager for Southern Germany, Austria and Switzerland, Terex AWP. In this role, Bandura is tasked with strengthening the business's relationships customers, seeking out new market opportunities and supporting new distributor networks in order to further develop the market and expand the Genie® business in the region.

Based in his home office between Meersburg and Ravensburg at the Bodensee in Baden-Württemberg, Bandura reports to Arjen Snijder, Genie Sales Director Strategic Accounts and GAS Region (Germany, Austria and Switzerland), Terex AWP.

As Snijder explains why Bandura is the right fit for this role, "Customer expectations are high for our recently launched innovative Genie models and services in the German-speaking market. We welcome Markus to our German sales team to play a vital role to further develop and strengthen our sales support, as well as to work closely with our current customers and distributors. With his excellent and high level of customer experience, he is an expert in listening and understanding the voice of the customer to meet their needs and provide them with tailor-made solutions."

Snijder continues: "We are confident that with Markus' excellent technical background and deep understanding of business development of technical products he will provide our existing and new customers, regardless if they are small or key players, with the support that they expect of a world-class, full-line manufacturer, as well as he will add value to the Genie customer proposition and help the Genie brand support them to achieve a high return on investment."

Bandura is not new to working in the equipment market. After finishing his study as master mechanic for agricultural equipment, Bandura started his career as Product Support specialist at Stihl Vertriebszentrale in Dieburg. From 2000 – 2018 Bandura worked for John Deere starting in product support followed moving into the company's European sales and marketing organization where he held a Product Manager position for Utility Vehicles and Tractors. In this role, he focused on product development, strategic planning and all tactical go-to-market activities of U.S. products coming to the European market. Before he joined Genie in January 2020, Bandura held the position as Sales Manager at MEYKO GmbH, a John Deere distributor in South Germany.

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#### **About Terex**

Terex Corporation is a **lifting and material handling solutions** company reporting in five business segments: Aerial Work Platforms, Construction, Cranes, Material Handling & Port Solutions and Materials Processing. Terex manufactures a broad range of equipment serving customers in various industries, including the construction, infrastructure, manufacturing, shipping, transportation, refining, energy, utility, quarrying and mining industries. Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. Terex **uses its website ([www.terex.com](http://www.terex.com)) and Facebook page ([www.facebook.com/TerexCorporation](https://www.facebook.com/TerexCorporation)) to make information available to its investors and the market.**