



FOR IMMEDIATE RELEASE

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Genie Announces Team Member Updates in EMEARI Region

Team Member Appointments Include a New Director for Parts & Support, as well as a Sales Team Member in the UK

Roosendaal, The Netherlands (17th May 2023) – Genie is pleased to announce that **Dominique Luijckx** has been promoted to the position of Director, Parts & Support EMEARI (Europe, the Middle East, Africa, Russia and India), effective 1 January 2023. In this new role, Dominique will work with internal and external customers to deliver quality service and support for parts.

Dominique's extensive experience with customer service and logistics will be an asset in this role, as will her knowledge of Genie and Genie customers — which are the result of 10 years of experience working with Genie's third-party logistics provider CEVA, and in parts and operations management roles with Terex at the EDC in Roosendaal, The Netherlands. Dominique reports to Jeff Hughes, VP Sales & Marketing AWP Global Parts, and will continue to be based in the Netherlands.

Dominique has a diverse skillset. She is a former professional athlete and fluent in seven languages, an asset as she works with customers and internal team members throughout the region. The goal is to deliver superior support and build strong relationships with the regional parts team, and with our customers and end users in the region.

In addition to Dominique's appointment, Genie also is pleased to welcome **Karen Bessant** to its European sales team. Karen, who has taken on the role of Territory Sales Manager UK South, will work alongside existing sales managers to support key accounts in the UK. In this role, she will focus on developing relationships with new and existing Genie customers and will oversee all commercial activities.

Karen has previous sales experience within the material handling equipment industry and is joining the team after working at Hyster-Yale, where she focused on growing market-share within retail and ecommerce.

"We're excited to have Karen join our team, and her experience in the equipment industry will help us expand our sales reach in the UK," said Andrew Kendrick, Director of Sales and Support.

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About Genie

Since 1966, Genie has been the leading name in the aerials industry. With offices, team members and manufacturing facilities around the globe, Genie lifts and telehandlers can be found enhancing safety and improving productivity on jobsites worldwide. Genie's ongoing leadership in aerial lifts and material handlers is built on our ability to consistently deliver superior quality for our customers. At Genie, we achieve this **quality** not by chance, but **by design**. For more information on Genie products and services, visit www.genielift.com.

Photos



Dominique Luijckx, Director, Parts & Support EMEARI



Karen Bessant, Territory Sales Manager South