



FOR IMMEDIATE RELEASE

Press contact: Christina Kirsten

Phone: +49 4152 13 93 43

Email: christina.kirsten@terex.com

New Genie Sales Appointments Reinforce Customer Engagement *Genie's Commitment to Supporting Customer in the EMEA Region*

Bothell, WA, USA (6th February 2024) – Genie is pleased to announce updates to its European sales team in support of its commitment to quality customer engagement and service.

Thibaut Itzel has been appointed Sales Director for the Southern Europe region (France, Spain, Italy, Portugal) and North & Western Africa. **Markus Bandura**, currently the Territory Sales Manager for the Central region (formerly called GAS region: Germany, Austria, Switzerland), has been appointed Sales Support Director for the Central region, taking over from Itzel.

Itzel joined Genie in 2020 from Paccar as the Parts Territory Manager for France and the Central region. In September 2022, he grew his responsibilities when he was appointed Sales Director for the Central region (formerly GAS), where he focused on engaging customers and enhancing the customer experience. Itzel speaks multiple languages, including French, German and English.

Bandura joined Genie in 2020 from John Deere, where his previous experience spanned various commercial and product positions. He quickly integrated into his sales territory, where he has focused on ensuring a responsive, quality customer experience and developing the region's dealer network.

Additionally, the Genie team wishes longtime team member **Christophe Rousseau**, who most recently has been the Director of Southern Europe, well as he prepares to leave Genie. Since 1999, Rousseau has helped build Genie's presence in the region, developing strong customer relationships with customers and showcasing Genie's commitment to quality along the way.

###

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.



Photo above: Thibaut Itzel, new Sales Director for the Southern Europe region (France, Spain, Italy, Portugal) and North & Western Africa



Photo above: Markus Bandura, Sales Support Director for the Central Region (formerly GAS region: Germany, Austria, Switzerland)



Photo above: Christophe Rousseau, former Sales Director for the Southern Europe region (France, Spain, Italy, Portugal) and North & Western Africa