

6.1.2023

## **Michel Arntz Joins Robe**

Michel Arntz joins Robe's international sales team as key Account Manager for Europe.

He will be co-ordinating Robe's activities in 18 countries across Europe including Ukraine, and his area will also include all of Scandinavia, Poland, the Baltic states, Austria, Switzerland and most of the Balkan countries. Netherlands-based Michel is already a well-known and respected industry figure in Europe.

In addition to sales, the scope of his work will cover product communication and marketing, plus relationship building with the distributors and end users.

Michel commented that he is "super excited" to be joining Robe's international sales manager Ingo Dombrowski and his team of regional sales managers, noting that their "drive, passion and enthusiasm for their work and the industry that we all love so much" was a major reason for him accepting the position.

Previously, Michel's work experience included 13 years at sales and distribution company Fairlight, most latterly as general manager for sales, so he has a great perspective on the needs and requirements of a successful distribution operation.

He is known for his energy and enthusiasm as well as for being a skilled communicator with excellent social skills. He has an innate love of people, a penchant for networking and a reputation for engineering win-win solutions, all of which are major assets to Robe, noted Ingo.

Ingo adds, "Robe has spent many years building a strong, stable, and reliable distribution network with outstanding support for our brand. For us, it is so much more than just delivering goods. Michel shares this vision and commitment that has made Robe a market leader, and we are delighted to have him onboard and confident in his ability to grow future business and explore a diversity of opportunities!"

Michel is already familiar with Robe and several of its key players.

He stated, "Price, quality and innovative products are fundamental to this success; however, Robe has always equally valued the people and long-term relationships involved, which is a great MO for our future development."

Michel joined Robe's family on January 1st, 2023, and his work immediately kicked off on the road, travelling extensively, and focussing on getting to know key companies and players on a list of inspirational and dynamic distributors.

Photo Credit: Louise Stickland



