Pöttinger: New Director Marketing Communication Global

T.C. Truesdell takes over international communication

*Starting 01 December 2016, T.C. Truesdell is the new Director Marketing Communication Global at Pöttinger. With this new executive at the helm, the Austrian agricultural machinery manufacturer focuses even more closely on internationalisation.*

**Global Marketing Communication**

The re-alignment of the company with its new management team, increasing importance of digitalisation in agricultural technology and new media as well as setting the course for continued growth have all made it necessary to appoint a Director Marketing Communication Global.

T.C. Truesdell was born in the U.S.A. where his family continues to operate a machinery business in Colorado. Truesdell worked for many years at a well-known manufacturer of agricultural machinery where he gained his international experience in various markets. He is familiar with the agricultural technology industry and understands the needs of customers worldwide. Truesdell is looking forward to the new challenge at Pöttinger: "Like many of our customers, my roots are in a family-run business. I can appreciate the values that define our company on the local and international level. Whether within our distribution network or with end customers, my focus is on building and nurturing partnerships. One of my main goals over the next years is to further develop our processes and innovative communication methods to provide even better information and support to current and potential customers. I look forward to working with my experienced team to advance and promote the company’s long-term strategy.” After studying marketing at Gonzaga University in Washington State, his career path has brought him via Germany to Austria. To provide the best possible support for Pöttinger's ongoing growth, the company has merged PR, digital marketing and traditional advertising to form the Global Marketing Communication department.

**More Success with Pöttinger**

"In T.C. Truesdell, we have found a marketing expert who has been involved in the agricultural industry since childhood. He will use his extensive knowledge and many years of international experience to support Pöttinger's solid growth with innovative marketing concepts", says Gregor Dietachmayr, Chief Sales & Marketing Officer.

**Photo preview:**

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| **Gregor Dietachmayr (left) welcomes T.C. Truesdell to the team**<http://www.poettinger.at/de_at/Newsroom/Pressebild/3836> |  |
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More printer-optimised photos: http://www.poettinger.at/presse