



Press release

## Pöttinger: New Vice President Sales & Marketing

### The team is well prepared for further growth

As of 01 December 2014, Gregor Dietachmayr takes over as Vice President Sales & Marketing at the Austrian agricultural machinery manufacturer Pöttinger. The new division head will create and coordinate future growth. Alongside a high performance product range, customer proximity, partnerships based on integrity and innovative marketing concepts are key to Pöttinger's success. These factors contributed to achieving the record turnover of EUR 314 million during the last financial year.

### Highly effective Sales and Marketing unit

Gregor Dietachmayr takes over management of the three Head of Sales, Marketing/Advertising, Sales Promotion, Product Management and Sales Logistics. As a result, he is responsible for worldwide machine sales, expanding and developing sales structures and the marketing strategy for international markets.

He has been at Pöttinger since October 2014 and during this time has familiarised himself with the functions and processes at the agricultural machinery manufacturer in Grieskirchen very well. The 49-year-old has worked at well-known family-owned Austrian companies for more than 30 years. In his twenties, he discovered his talent for customer contact and has been developing his career in marketing and sales ever since. "Pöttinger is on a long-term course of steady growth. It will be my job to coordinate the sales organisation and marketing efforts accordingly. The focus will be on partnerships and team-oriented strategies", is how the new Vice President Sales & Marketing outlines his objectives.



"In Gregor Dietachmayr we have found an experienced manager who believes in the importance of integrity and customer proximity. With his skills and understanding of our values in everything we do, we are all set for continuing on our course of success", says Managing Director Heinz Pöttinger.

**Photo preview:**



**Heinz Pöttinger (r.) welcomes Gregor Dietachmayr (l.) to the team as Vice President Sales & Marketing**

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**The Sales & Marketing Team look towards the future with confidence**

From the left: Martin Steinbichler, Gregor Dietachmayr, Sven Niels, Franz Teuschl, Inge Steibl, Florian Landerl, Thomas Keplinger (not shown), Daniel Ratzberger, Heinz Pöttinger

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The Austrian and German markets will be managed by **Martin Steinbichler**, while **Sven Niels** will manage the northern and western European, Baltic and African markets. Southeast Europe, CIS countries, Oceania and America are the responsibility of **Franz Teuschl**. **Inge Steibl** is responsible for marketing, online activities and press relations, while **Florian Landerl** looks after advertising. As the Head of Sales Promotion, **Thomas Keplinger** is also part of the division. The team is rounded off by **Daniel Ratzberger** and Product Management with Sales Logistics.

**For more information please contact:**

Inge Steibl at Alois Pöttinger Maschinenfabrik GmbH, Industriegelände 1, A-4710 Grieskirchen  
Tel: +43(0)7248/600-2415, [inge.steibl@poettinger.at](mailto:inge.steibl@poettinger.at), [www.poettinger.at](http://www.poettinger.at)