Diarmuid Claridge: New General Manager for Poettinger Ireland

*The family-owned Austrian company Pöttinger has already responded proactively to the rapid growth in Ireland with the foundation of its own subsidiary in 2012. From the 1st of January 2017 Diarmuid Claridge will lead the business of Poettinger Ireland Ltd. forward as its new General Manager.*

**Sales structure in Ireland**

30 years ago, Pöttinger initiated sales activities in Ireland. Establishing its own sales subsidiary in 2012 was a logical step forward to improve the cooperation with its dealer network and growing customer base.

With an extensive product range, our competence in costumer care and spare parts, Pöttinger is an important partner in the Irish agricultural sector. Since the founding of its own sales subsidiary in Clonmel, County Tipperary, its employees were led by management from the Pöttinger headquarters in Grieskirchen, Austria.

Due to the continuing great success of Pöttinger in Ireland, a new General Manager will guide the business forward on-site: “With Diarmuid Claridge we have established a competent person to continue our successful drive in Ireland”, says Sven Niels, Sales Director Western Europe and Africa.

The relations with the Irish dealer network will be pursued by the proven Irish team to demonstrate costumer proximity and to raise the awareness of the brand, the innovations and quality of the machines in Ireland.

The new General Manager is looking forward to exploring further business opportunities and growing the Pöttinger business into the future.

Due to his experiences as a sales manager in another agricultural business, Diarmuid knows the requirements of the dealer and customer extremely well. His profound knowledge and experience will be essential for building on the current business and successfully leading it forward into the future.

**More success with Pöttinger**

Diarmuid Claridge states: “Together with my team, we will focus on building and maintaining strong relationships with the dealer network and its growing customer base, and extending the service and support network throughout the country. I see great potential in our wide product range, in grassland, tillage and seed drill technology sector. These are machines that are built to meet the high demands of today’s agricultural businesses.”

With its new General Manager, Pöttinger is well equipped to meet the needs of Irish farmers, larger farming businesses and contractors, and to strengthen its position as a leading machinery manufacturer throughout Ireland.

**Image:**

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| http://cdn.poettinger.at/img/landtechnik/collection/gl/sven-niels_diarmuid-claridge_th.jpg |  |
| **Sven Niels (left) welcomes Diarmuid Claridge as new General Manager** |  |
| [**http://www.poettinger.at/de\_at/Newsroom/Pressebild/3823**](http://www.poettinger.at/de_at/Newsroom/Pressebild/3823) |  |

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