

Viessmann strengthens renewable sales team

Dedicated leadership roles for domestic and commercial sales teams for growth market

Telford, UK – Viessmann Ltd, a leading international manufacturer of heating systems, has restructured part of its sales organisation to capture opportunities from the expanding renewable energy market. Graham Russell, head of domestic sales and communications, assumes day-to-day management of a new domestic renewable sales team, reflecting expected sales growth in the UK domestic renewables market. Firat Ucer is appointed national commercial specification manager for renewable products, reporting to Nigel Jefferson, head of commercial sales.

“With a fuel type for every application, Viessmann needs to ensure it has a clear focus on each route to market as the company grows,” says Peter Frost, managing director.

“One of our key areas is renewable products, hence the decision to formally allocate responsibility for renewable sales in both domestic and commercial markets.

“To date, Viessmann has been successful in communicating its proposition to consultant specifiers. Formally adding renewable sales to Graham’s brief – where we can take advantage of established channels such as merchant partners – will ensure that our renewable technology offer reaches the one-off domestic market.”

Viessmann's product range encompasses all fuel types and applications; from traditional oil and gas-fired boilers to renewable solar thermal and photovoltaic systems, combined heat and power modules (CHP), ground, air and water sourced heat pumps and biomass boilers. The company has been manufacturing renewable heating systems for almost 40 years and sells 500,000 m² of solar collectors globally per year.

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About Viessmann Limited

Viessmann Ltd is part of the Viessmann Group of Companies which is one of the leading international manufacturers of heating systems. Founded in 1917, the family company is run by a Managing Board under the chairmanship of Managing Partner Dr. Martin Viessmann. The Group has approximately EUR 1.6 billion in annual sales and maintains a staff of some 8,900 employees. Viessmann's comprehensive product range encompasses all fuel types and applications, allowing it to deliver high quality, efficient and fully integrated solutions. With an output range of 1,500 W to 20,000 kW, Viessmann offers oil and gas-fired boilers, solar thermal and photovoltaics, combined heat and power modules (CHP), ground, air and water sourced heat pumps and biomass boilers.

Press Enquiries

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Graham Russell, head of domestic sales for Viessmann, assumes day-to-day management of a new domestic renewable sales team