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Jekko's Marco Piccin adds UK and Irish market

Jekko has appointed Marco Piccin as the new sales area manager for the British market. Marco has quickly demonstrated his ability to

manage different markets and countries, combining it with a strong technical expertise. Already responsible for Scandinavia, the USA, Canada, and Mexico, Piccin has distinguished himself with calmness, precision, and reliability, quickly gaining the trust of his dealers.

There is already an established partnership with Kevin Keogh Crane Services, which provides solid support in business development in Ireland, and the recently Foster Crane & Equipment Ltd became as an official Jekko dealer in the UK.

Marco Piccin said, "Accepting the assignment to manage the British market for Jekko was straightforward, especially considering the possibility of collaborating with two prominent companies like Foster Crane & Equipment Ltd and Kevin Keogh Crane Services. I look forward to working closely with both, leveraging my experience in markets that share knowledge and expertise in minicrane technology. Certainly, there will be significant challenges, but with the support of the Jekko team, we will strive to assist Foster Crane & Equipment Ltd and Kevin Keogh Crane Services in consolidating and expanding Jekko's market in the UK and Ireland."

Alberto Franceschini, commercial and marketing director of Jekko, added, "As part of the reorganisation and division of market responsibilities, we have decided, in collaboration with Marco Piccin, currently responsible for strategic markets such as North America and Scandinavia, to extend his responsibility to the UK and Ireland markets. This choice is not only dictated by the need to standardise the markets followed by Piccin in terms of language, time zones, and customer type, but also by the desire to support our dealers Foster Crane & Equipment Ltd and Kevin Keogh Crane Services with a capable, precise, and punctual professional, able to provide the vision and support expected by each dealer. Piccin, with his experiences in similar markets, will stand out and be appreciated in these new territories as well, thanks to his commercial skills oriented toward the Anglo-Saxon mentality."

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