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New export manager for Jekko

Italian crane manufacturer Jekko has appointed Kees Hoogendoorn as export manager. The move is, says the company, is part of its focus on expanding its presence around the world.

In his new role with Jekko, Hoogendoorn will be responsible for helping customers and potential customers expand the market for its cranes, including both specialist and general rental companies, while looking for new markets for the company, while also promoting and encouraging spider crane adoption globally.

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Kees Hoogendoorn

He has some strong spider crane credentials and experience, having previously worked in a similar position with Dutch spider and mini crane manufacturer Hoeflon, making this a fairly significant move c

Jekko chief executive Diego Tomas
significant growth, supported by an i
network capable of providing timely s
service. The next step is to further ev
business and markets requiring a tail

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aligned with this strategic direction."

Sales director Alberto Franceschini added: "When I met Kees the first time, I was impressed by his work ethic and his approach to sales. I immediately thought he would be the right person for some major projects we have in mind. We found common ground regarding our business approach, sales strategy, and shared goals, so reaching an agreement was quick and easy. Kees' international mindset, cultural awareness and ability to operate in complex global environments represent a valuable asset for our organisation. We are pleased to welcome him to the team and confident that his contribution will support our continued growth."

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(L-R) Alberto Franceschini, Kees Hoogendoorn and Diego Tomasella

Speaking of his move to Jekko, **Hoogendoorn said:** "I am very enthusiastic about joining Jekko and contributing to the company's future development. What particularly attracts me is Jekko's innovative position in the spider crane market and its strong international growth potential. I see great opportunities to strengthen existing relationships while also developing new markets and partnerships. My goal is to build long term collaborations based on trust, transparency and shared ambition. By actively engaging with clients, partners and my network, I aim to contribute to sustainable growth and to further reinforce Jekko's position in the global market. I look forward to working closely with the team and building a successful future together."

People Spider Cranes

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