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CORPORATE COMMUNICATIONS

## Arab Water World

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# Bauer Completely Restructured its Sales Organization

The deaths of Sales Director *Heimo Wiesinger* and Area Sales Manager *Olivier André* were a heavy blow for the **Bauer Group**. Two longstanding employees from Styria, *Franz Peter Roll* and *Klaus Ferk*, have now expanded their duties in order to compensate for this loss. With this change,



Franz Peter Roll, Sales Manager Western Europe, Bauer

the company is now well prepared for the future. *Erich Rauth* will continue to work as Sales Director for Austria and Eastern Europe. Roll, a 38-year-old native of Styria, has been an irrigation product manager at Bauer since 2003. During this time, he has been responsible for numerous product innovations. Effective immediately, he is also responsible for sales management in Western Europe as well as the areas of customer service and marketing. Before beginning his career, he completed a degree at the **Federal Institute of Education and Research** for Agriculture in Wieselburg. Ferk, 45, also born in Styria, has already been working for the Bauer Group as Sales Director for Asia for over 7 years. In the future, he will also be responsible for Australia and Oceania. Since 2015, he has been based in Shanghai. Before that, he was Sales Director in Great Britain and Scandinavia. In the course of his

education, Ferk completed a degree at the UAS for Marketing and International Business Relations in Eisenstadt. As a young man, he worked on his parents' farm as well. Thanks to his strong network of international contacts, he will effectively implement projects for the Bauer Group in Australia and Oceania in the future. Sales management for Central and South America now falls under the responsibility of *Sergii Griaznov*, 43. He can look back on 15 years of experience with the broad product portfolio of the Bauer Group, and he is an absolute expert in international sales. He was born in the Czech Republic but spent his childhood in Russia and has lived for the past 25 years in Ukraine, where he also completed his education, among other things he made his MBA at the **National University "Kiev- Mohila Academy"**. Since 2011, Griaznov has also been Sales Director for Ukraine and North America. ■

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