

Press release

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Hedi Bessrour joins Emil Otto's international sales team

Emil Otto GmbH is expanding its international sales team with the signing of Hedi Bessrour. Bessrour has been appointed as the new International Sales Manager for soldering technology and electronics and solar manufacturing, and in this position will be responsible for the markets in Africa, Asia and Europe.

‘Hedi Bessrour has many years of wide-ranging professional experience. His career is characterised by in-depth technical expertise in the field of soldering materials and processes, as well as outstanding sales and market know-how,’ says Markus Geßner, Head of Marketing and Sales at Emil Otto GmbH, introducing his new colleague. Bessrour has already successfully developed international markets and established sustainable partnerships during his career. ‘His understanding of the complex requirements in electronics and solar manufacturing makes him an ideal addition to Emil Otto's global business,’ Geßner continues.

In his new role, Hedi Bessrour will play a key role in shaping and implementing the company's international sales strategies. The focus will be on maintaining existing customer relationships and establishing new partnerships. The aim is to further expand Emil Otto's presence in international markets and to optimally adapt product solutions to the specific needs of the respective regions and markets. ‘Emil Otto enjoys an excellent reputation worldwide for quality and innovation. I am very pleased to contribute my experience in international markets and to work with the team to continue driving growth in Africa, Asia and Europe,’ says Bessrour.

In Hedi Bessrour, Emil Otto has gained an expert who combines technical expertise with strategic vision. Together with him, the company will further strengthen its global position and continue on its growth path.

About Emil Otto

Since 1901 "Emil Otto" stands for top quality. As owner-managed company, Emil Otto is committed to the development and manufacturing of high-quality fluxing agents. In particular the fluxing agents for electronics production, strip tinning, cooler construction as well as for galvanizing are used by market leaders at home and abroad.

Over the years, reliable products and a high level of customer care have become the signature. The manufacturing takes place in accordance with the latest standards, the quality- and environmental management system has been certified for many years. Emil Otto responds with high flexibility to customer requests. Special products or product adaptations are developed and implemented in collaboration with system manufacturers and institutes.

More information: www.emilotto.com

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Picture:



Picture caption:

Hedi Bessrou strengthens Emil Otto's international sales team

Deeplinks:

<https://emilotto.de/kontakt/>

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