

Jean Pascal Rey is the new Haier Europe's Chief Commercial Officer

In this role, Jean Pascal Rey will be leading the Haier Europe Commercial Organization and will be central to the company's strategy to drive organic growth in the markets and be first consumer choice for smart home.

Milan, 14th December 2021 – **Haier Europe appoints** Jean Pascal Rey as **Chief Commercial Officer**, who joins Haier Europe's Senior Leadership Team, reporting directly to the CEO Yannick Fierling.

With deep experience in **Sales, R&D, Manufacturing** and **Supply Chain**, and a thorough understanding of customer needs, Jean Pascal Rey will help increasing Haier Europe's **commercial reach** through product offerings, while leveraging and expanding markets opportunities.

His strong **knowledge of the industry** and **international business environment** in Europe, China, USA, Canada and Latin America - will be key to **developing innovative solutions and managing Haier Europe's commercial division**.

Country and Regional Managers will be reporting into Jean Pascal Rey who will oversee all aspects of the company's sales team, **strategies** and **growth plans** with a particular focus on **connectivity, IoT** and **related go-to-market actions**, promoting those synergies that contribute to **zero the distance with customers**.

*"I am excited to join Haier Europe and I look forward to driving the entire commercial sales team to lead our Company to become the first consumer choice for smart home solutions - says **Jean Pascal Rey, Chief Commercial Officer of Haier Europe** - "Together with the entire commercial team, we want to provide consumers with a unique experience and improve our competitive advantage in all markets thanks to IoT and artificial intelligence."*

Jean Pascal Rey started his career as Sales Representative at the French subsidiary of Philips Domestic Appliances in 1986. In 1989 he joined Whirlpool where he held positions of increasing responsibility for 23 years until his appointment as Brand and Product Marketing Vice President for EMEA followed by his position as Global Product Business Vice President, Food Preparation. In 2012 he joined Somfy to lead the Home & Building Activity prior to become Executive Vice President Sales.

About Haier Europe

Haier Europe is part of the Haier Smart Home, the No. 1 company globally in major appliances and among the Fortune Global 500 companies. Listed in Shanghai, Frankfurt and Hong Kong (600690.SH, 690D.DE and 06690.HK), Haier Smart Home is present on 5 continents with 25 industrial parks, 14 research and development centres and about 100,000 employees. The company achieved revenues of approximately over 26.5 billion Euro in 2020 and has a global sales force in more than 160 countries. Haier's vision is to become the global leader in IoT serving household smart solutions. Haier Smart Home is the first Chinese company entering the D-Share Market and prime standard listed on Frankfurt Stock Exchange in 2018, with the goal of promoting the brand and supporting business growth internationally and in Europe, where the company markets Candy, Hoover, Haier, Rosières, GE Appliances and Fisher&Paykel branded products. Haier Europe is headquartered in Brugherio (MB), Italy. More information is available [here](#).