

## Haier Europe appoints Diego Perrone as new Cooling Product Line Leader

Milan, July 4 – **Haier Europe** appointed **Diego Perrone** as the company’s new **Cooling Product Line Leader**. Perrone joins Haier Europe’s Senior Leadership Team and will report directly to CEO Yannick Fierling.

Diego Perrone will be responsible for all business decisions related to the Cooling Product Line, executing Haier Europe’s long-term strategy focused **on zero distance to customer, IoT & ecosystem and premiumness**. He will also manage the product leadership roadmap to reach all market segments and customers, in line with Haier Europe’s **vision to be the first consumer choice in smart home solutions**.

In his new role, Perrone will coordinate the Product Line teams to provide the best consumer solutions for food management - thanks to efficient preservation technologies, disruptive design and full IoT integration - and take the cooling category to leadership in Europe in the coming five years.

Diego Perrone has an extensive expertise in **Corporate Strategy & Marketing**, acquired by working across multiple industries and markets. After earning a master’s degree in Mechanical Engineering at Tor Vergata University of Rome and a Master of Business Administration at the IE Business School of Madrid, he started his professional career as a consultant for Kearney. In 2015, Perrone joined Whirlpool EMEA, where he held positions of increasing responsibilities becoming Product Marketing Director - Cooking EMEA in 2018, and Marketing Director for Italy in 2022.

*“I am extremely excited to join Haier Europe, an ambitious company focused on putting technology near to consumers to create the most attractive IoT ecosystems” – says **Diego Perrone, Cooling Product Line Leader** at Haier Europe – “I will put my knowledge of the industry at the service of the company to support its growth and to contribute to its ambition of becoming the first consumer choice for smart home solutions”.*

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### 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 RMB 227.5 billion in 2021 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 DShare 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](#).*