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T H WHITE APPOINTS NEW CASE IH SALES MANAGER



Andy Symes has joined T H WHITE as Case IH Sales Manager reporting to Case IH Dealer Principal and head of T H WHITE Agriculture, David Rapkins. Based at Stockbridge – a dedicated Case IH branch for T H WHITE – Andy will combine team management with sales and business development techniques to champion the Case IH brand together with its associated franchises (Manitou, Pottinger and McConnel) selling high-value, specialist equipment across the South and South West. He will be responsible for his own sales territory alongside managing the sales team day to day. He will also support the service workshop and parts function based at the branch.

Andy studied agricultural engineering and brings a wealth of experience to his new role. Starting out as an agricultural engineer in Salisbury, Andy gained early experience with Massey Ferguson, Fiat and Renault tractors along with Claas combines. He trained in electronics and hydraulics and quickly learned all about tractor systems. He then spent 13 years in pig farming followed by a short spell maintaining large cargo and passenger aircraft before moving back into the agricultural sector as an engineer for a Massey Ferguson dealership at Ringwood. Here, he demonstrated equipment and got the sales bug, before moving on to territory sales management for a Claas dealer business.

Before joining T H WHITE, Andy worked at New Holland UK as Area Sales Manager and then Harvester Sales Area Manager for South West England and Wales, where he was successful in increasing the company's combine harvester market share. Being from the local area, when the position was advertised Andy recognised there is much opportunity to grow the business while working closer with customers and the product. David welcomes Andy to the team commenting that he brings not only valuable and relevant harvest product experience, but also a culture of creating positive relationships and an attitude to deliver a first-class customer experience – values the team at T H WHITE also share.

Andy added "I'm really excited to join T H WHITE and work alongside top franchises – in particular Case IH, a strong brand known for its impressive big kit such as the AXIAL Flow combine, Quadtrac and Magnum tractors, together with its cutting edge technology and premium finish with a superb heritage. Case IH is an ambitious brand that is moving forward with a very positive plan to increase its market share through a stronger and growing dealer network"

Andy lives with his family in Dorset and enjoys walking, gardening and DIY. He has a keen interest in restoring classic tractors and supporting his local rugby club Wimborne R F C.

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About T H WHITE Group:

From humble beginnings as an ironmonger in 1832, T H WHITE has long been regarded as a trusted supplier and main dealer for an impressive line-up of machinery brands. It is now a large diversified engineering services group supplying and servicing agricultural, dairy and construction machinery, lorry cranes (via its Palfinger UK brand), professional groundcare equipment, country stores, dry goods handling and storage solutions as well as a wide portfolio of energy, fire and security solutions.

T H WHITE Agriculture is a south west based New Holland and Case IH dealer providing equipment, servicing, hire and parts from seven branches. Case IH premises are at Frome & Stockbridge

www.thwhite.co.uk www.thwhiteagriculture.co.uk

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