



Yanmar Compact Equipment appoints Jon Lopez as President of EMEA Region

Senior executive with multi-disciplinary international background is charged with driving the company's strategic growth and operational excellence across the territory.

Yanmar Compact Equipment (Yanmar CE) is pleased to announce the appointment of Jon Lopez as the new President of its Europe, Middle East, and Africa (EMEA) region, effective November 1, 2024. In his new role Lopez is responsible for driving the strategic growth and operational excellence of Yanmar CE across the EMEA region.

A seasoned professional with over 20 years of international experience, Lopez joins Yanmar CE from his previous role as Senior Vice President of Truck and Mounted Forklift at HIAB. His career spans multiple industries, including construction equipment, the steel industry, automotive parts, and energy systems. His expertise in operational excellence, business development, marketing and sales, project management and supply chain processes will be instrumental in advancing Yanmar CE's goals in the region.

"We are excited to welcome Jon to the Yanmar Compact Equipment team," said José Cuadrado, CEO of Yanmar CE. "With his extensive experience and strong leadership in international business, he will play a critical role in our mission to achieve sustainable growth in the EMEA region and position Yanmar CE as a leader in the compact equipment market."

Commenting on his appointment Jon Lopez said: "The EMEA region offers tremendous opportunities for growth, and I look forward to working closely with our talented team to deliver innovative, customer-focused solutions, while driving operational excellence across the region. Together, we will continue to strengthen Yanmar CE's position as a leader in the compact equipment market and build a more sustainable future for our customers and communities."

Education and international experience

Born in Bilbao, Spain, Lopez is an industrial engineer by training, with a master's degree in Lean Manufacturing from Knoxville University (USA) and an Executive Program in General Management from IESE Business School in Barcelona. Over the course of his career, Lopez has lived and worked in countries including China, Brazil, Poland, Sweden, Denmark, and Ireland, gaining a deep understanding of cross-cultural collaboration and performance management.

In his new role Lopez reports directly to José Cuadrado and joins the CE Executive Leadership Team, where he will collaborate with other senior leaders to drive Yanmar CE's strategic objectives.

Outside of his professional life, Lopez enjoys playing tennis and is a keen golfer.