

## Hitachi Australia strengthens its Consumer Products Marketing team

Tuesday 5 December 2006

Hitachi Australia is pleased to announce the appointment of Mark Lawson and Celine Herit to further strengthen its consumer products marketing team.



### **Mark Lawson, Product Specialist Visual Products**

Most recently a Key Account Manager for Sony, Mark Lawson brings his 12 years of industry experience in Sales and Marketing to the Product Specialist role at Hitachi. Mark joined Sony in 1994 as a Sales Representative, evolved to a Group Product Manager role for Audio in 2003, to eventually work as a Key Account Manager for the Narta Group. "Mark joins Hitachi with a proven track record and is well respected in the industry, responsible for the largest product portfolio in our company" - Geoff Hannaford, General Manager Marketing & Sales.

### **Celine Herit, Marketing Communications Coordinator**

Celine joins Hitachi Australia with her 3 years strong sales, marketing and event experience. Celine was previously working for Hitachi Data Systems in North Ryde, and had prior roles in business and marketing in France. "Celine's international and local experience complements our existing team with a fresh and energetic approach to this role", Geoff Hannaford said.



Geoff Hannaford views the two appointments as strategic positions within their new marketing structure. "The two individuals bring a broad experience across key business areas which are essential for joining Hitachi, which requires personnel to adapt to boarder challenges in a small and dynamic team. Both new members have integrated into our existing professional marketing team seamlessly, creating a positive contribution to the company in a short space of time."

Mark's and Celine's appointments coincide with other recent staff announcements this year, strongly positioning the Hitachi Australia team for 2006 and beyond. Hitachi Australia has been an active player in the Australian consumer electronics market for more than 30 years, providing employment to over 100 Australians.

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### **About Hitachi**

For over 30 years, Hitachi has provided Australian industry and consumers with award winning products and services in many diverse areas. Hitachi Australia Ltd., a wholly owned subsidiary of Hitachi Ltd. Japan, markets and manufactures a broad range of products to the Australian market including air conditioning systems for home and business; consumer electronics, home entertainment and home appliance products; products and services for power generation; semiconductors and electronics devices for Australian manufacturers of electronic products. 2006 marks both the 50<sup>th</sup> anniversary of television manufacturing for Hitachi and the 50<sup>th</sup> anniversary of television broadcasting in Australia. Hitachi satisfies all audiences by providing superior technology in the areas of design, colour, definition and sound, on both the LCD and plasma platforms and remains one of few genuine manufacturers for both.

From the Past into Future

