



## Press Release

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### **FIMER STRENGTHENS ITS MANAGEMENT STRUCTURE WITH TRIO OF SENIOR APPOINTMENTS**

- **Roberto Basile, chief marketing officer**
- **Florian Chan, managing director residential**
- **Maren Schmidt De Angelis, managing director utility**

As it focuses on future growth, FIMER, the world's fourth largest manufacturer of photovoltaic inverters and leader in electric mobility solutions, strengthens its management team with the appointment of Roberto Basile as chief marketing officer, Florian Chan as managing director of its Residential business line and Maren Schmidt De Angelis as managing director of its Utility business line.

Roberto Basile, former brand manager of Yamaha Motor Europe, is responsible for outlining and coordinating FIMER's marketing and communication strategies across its global channels. He brings over 20 years' automotive sector experience, where he contributed to the creation of value and the positioning of the Yamaha brand across Europe.

Commenting on his appointment, Roberto Basile said: "I am excited to join FIMER, an extremely dynamic, innovative and international group. I was impressed by the ambitious vision of President Filippo Carzaniga and CEO Alessio Facondo and by the extraordinary ability of the company to respond to the needs of its customers, in constantly evolving sectors such as photovoltaics and electric mobility. My focus will be on strengthening the positioning of the brand globally but also on enhancing key investments in R&D and digital integration within our product offer."

The appointments of Florian Chan and Maren Schmidt De Angelis will focus on further consolidating FIMER's global leadership across the utility and residential sectors, coordinating and directing a team of highly qualified professional figures. Their appointments are aligned to the Group's vision and international expansion strategy, manifested by the acquisition of ABB's former solar inverter division, which strengthened its global presence.

In his former role as director of distribution Europe at Sungrow, a leading Chinese company in the solar energy sector, Florian Chan helped to significantly increase the group's sales. As he explains: "Photovoltaics is a rapidly growing market with very competitive dynamics. The residential sector is a market where we want to consolidate our leadership position by exploiting all possible levers, including the boost offered by incentives and retrofit campaigns.

FIMER has one of the largest product portfolios on the market and a strong innovation-focused approach. This, combined with the high quality of our products, guarantees all our solutions are 100 percent 'Made in Italy' and consolidates our relationships with our distributors, allowing us to compete successfully on a global scale."

Maren Schmidt De Angelis joins FIMER following an impressive career in the renewable energy sector. She brings proven international expertise and experience in leading companies such as Hanwha QCELLS and in venture capital start-ups including Orcan Energy. Maren specializes in innovative solutions for energy transition, photovoltaics, and



issues such as energy generation through to residual heat recovery to support decarbonization and the use of AI for energy efficiency.

As Maren explains: "The Utility sector is traditionally the most important segment in the photovoltaic world. My mission is to further consolidate FIMER's positioning, aligned to the needs of leading operators in the industry and the regulations of national networks. At the same time, we want to work closely with our customers to provide them with all the technical and conceptual support they need. This will give us the competitive advantage we need to grow."

Commenting on the trio of new appointments, Filippo Carzaniga, President of FIMER, said: "Roberto, Florian and Maren bring expertise and experience at international level which will help to further realize the potential of our Group. We are confident that their leadership skills will help to grow brand awareness, turnover and market share, further consolidating FIMER's position as one of the main players in the energy transition worldwide."

### **About FIMER**

**FIMER** is the fourth largest solar inverter supplier in the world. Specializing in solar inverters and mobility systems, it has over 1100 employees worldwide and offers a comprehensive solar solutions portfolio across all applications. FIMER's skills are further strengthened by its bold and agile approach that sees it consistently invest in R&D. With a presence in 26 countries together with local training centers and manufacturing hubs, FIMER remains close to its customers and the ever-evolving dynamics of the energy industry.

For further details, visit our website [www.fimer.com](http://www.fimer.com) and follow our social channels:



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