

## **OMRON expands European marketing team**

**Hoofddorp, Netherlands, Thursday, 5 November 2020** – OMRON Electronic Components Europe today announced the addition of Iker Saenz as Product Marketing Manager. Iker will be focussed on OMRON's extensive switch and connector portfolio, with responsibilities including product launches, price positioning and market analysis.

Commenting on the appointment, Andries de Bruin, Senior Marketing Manager for OMRON Electronic Components Europe, said, "We warmly welcome Iker to the OMRON marketing team. His strong background in product management, and his experience in both technology and international business makes him a perfect fit to drive sales, evolve our marketing strategy and generate new business opportunities for this strategic part of OMRON's range. In his new role, Iker will be very much customer facing, and will work closely with them to show them how our range of switches and connectors can benefit their designs."

Iker Saenz said, "I am pleased to be joining a company with such an excellent reputation in the electronic components market, and I look forward to bringing something fresh and new to OMRON. With my international business background, which includes studying and working in China, I am looking forward to working in a global company with an impressive European footprint. I am also excited to be applying my technical skills to such a varied and interesting portfolio of products."

Iker Saenz has over eight years international business experience in Mexico, China and in The Netherlands including product development and product marketing roles. He joins OMRON from Opplé Lighting, where he was Product Marketing Manager for professional luminaires. He has also held management positions at Daimler AG and Pepsico and he began his management career in food production at Coca-Cola. Saenz completed his master's degree in Management Sciences and Engineering at Tsinghua University in China and studied Industrial Engineering at Tecnológico de Monterrey University in Mexico.

### **About Omron**

Omron Electronic Components Europe is a leader in electromechanical PCB relays, as well as a leading supplier of components such as micro switches, MOSFET relays, DIP switches, photomicrosensors and connectors. Omron has a strong portfolio of innovative technologies including MEMS based pressure, flow and thermal measurement sensors, human face and gesture recognition modules, vibration and tilt sensors.

Omron Electronic Components Europe strongly supports its customers in Western and Eastern Europe, Russia and the CIS through 8 regional offices, a network of local offices and partnerships with specialist, local, regional and global distributors.

Omron Electronic Components Europe is a subsidiary of the Omron Corporation, recognised worldwide as a leader of high quality, high technology electrical and electronic control equipment and component products.

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