

PRESS RELEASE**Jekko Appoints Valentina Chiarotto as New Marketing Manager**

Jekko is pleased to announce the appointment of **Valentina Chiarotto** as the new **Marketing Manager**, effective May 22, 2024. Valentina brings a wealth of experience and a proven track record in **strategic marketing and brand management**, making her an invaluable addition to the Jekko team as the company continues to grow and innovate within the crane industry.



With **20 years of experience** in product marketing, product management, pricing strategy, brand strategy, and communication in international companies operating in diverse B2B and B2C industrial sectors, Valentina is well-equipped to lead Jekko's marketing department. Her extensive experience in the crane industry and her strategic vision will be crucial as she oversees all of Jekko's marketing activities. This includes the development and execution of marketing strategies, brand positioning, and market expansion initiatives. Her leadership is expected to significantly contribute to Jekko's growth and reinforce its position as a market leader.

"We are excited to welcome Valentina to the Jekko family," said **Alberto Franceschini**, Sales Director at Jekko. "Her innovative ideas and extensive industry experience will be instrumental in driving our marketing efforts forward."

Valentina Chiarotto commented on her new role: "I am excited to join such a young and dynamic company. The passion that fuels the team is evident in all business functions. This motivated team has driven the exceptional growth the company has seen in recent years and helped Jekko achieve its significant market position."