



Craig Gutteridge is the new Marine Sales Manager at Fischer Panda UK

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Fischer Panda UK Recruits Accomplished Professional from South Africa to Grow Marine Business

Fischer Panda UK is accelerating its ambitious growth plans in the marine business after recruiting experienced industry executive Craig Gutteridge as the company's new Marine Sales Manager.

The 15-year marine sector specialist starts his new role at Fischer Panda UK after emigrating with his family from South Africa where he was Divisional Director of Rutherford Marine in Johannesburg, the sole distributor of Mercury

outboards and MerCruiser inboards.

Effective from 9th May, the strong appointment by the marine systems integrator will provide expert knowledge, strategic awareness and leadership in the drive to provide the most technologically advanced and innovative hybrid and electric power, climate control, digital monitoring and watermaker solutions for Fischer Panda UK's expanding marine customer base in the leisure and commercial markets.

A Business School graduate in Management Development, Craig has gained extensive commercial skills in sales and multi-channel product distribution, managing and developing OEM accounts, cultivating dealer relationships, and directing innovative marketing solutions during various roles at Rutherford Marine.

He was born in Leicester, UK, before moving to South Africa at a young age, and returns "home" with his wife, Kerri-Anne, and children, Luke, 5, and Holly, 2, to join the Fischer Panda UK team at its Verwood, Dorset, headquarters.

He said: "Fischer Panda UK not only offers industry leading, quality engineered equipment, but being part of an amazing team with years of experience attracted me to this role.

"Fischer Panda UK already has a solid foundation in the UK and I look forward to expanding these current opportunities, but also developing new business interests in submarkets by offering our entire integrated solutions. Trade shows are great networking events and I am excited to introduce myself to the British Marine industry and establish new relationships.

"I aim to maximise our sales opportunities during these challenging new and existing business environments, whilst building relationships with our current customer base and new potential markets."

The appeal of the UK's marine industry was also a significant factor in Craig's decision to return to the country, with his experience offering a unique perspective and comparison of the two markets.

He added: "There is certainly a difference between the South Africa marine industry and UK, not only the size of the market being that much bigger in

the UK, but the range of applications for the incredible marine product available for the modern marine industry. The environment in South Africa is more volatile and I see the growth potential for the marine industry as very positive in this country, with more opportunities for my family and their future.”

Craig will be supporting the Fischer Panda UK team at upcoming shows, including Crick Boat Show and Seawork International.

Visit www.fischerpanda.co.uk for more information about Fischer Panda’s range of marine power solutions and other products.

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About Fischer Panda UK

Fischer Panda UK Ltd offers full-system design capability, servicing and aftercare as a leading distributor of diesel generators, air-conditioning systems, hybrid electric solutions and integrated mobile power solutions for a variety of commercial and specialist application vehicles.

Renowned worldwide as innovative, reliable and extremely quiet, the extensive Fischer Panda range of compact diesel generators includes its next generation highly efficient and powerful variable speed iSeries-Generators. Other world-class products from Fischer Panda UK include mobile power solutions working as the sole UK automotive distributor for Mastervolt and a wide range of refrigeration and air conditioning solutions as the UK exclusive distributor for Autoclima.

Fischer Panda UK was among the first companies to achieve ISO UKAS 9000:2015 accreditation and operates from a purpose built 9,000 sq. ft facility in Verwood, Dorset.

Active in the military and automotive sectors, the company works with UK MOD and other military units around the world providing solutions for specialist vehicle and land-based applications. Two thirds of Formula 1 mobile truck units install Fischer Panda generators, as do the BBC, Sky and many other mobile broadcasting vehicles.

Operating since 1977, Fischer Panda GmbH is headquartered in Paderborn, Germany. The Fischer Panda team covers more than 500 technicians and partners in over 90 countries worldwide.