



A conversation with VP of UK Sales ROBERT SVENDSEN

Exciting times are ahead for leading HVAC company Dantherm Ltd as a new VP of UK Sales has been appointed to the company.



With a wealth of experience in high-level management and sales, Robert Svendsen brings with him his own dynamic approach to the Dantherm Group UK team.

We sat down over a coffee and an informal chat with Robert, or Rob as he likes to be called, to find out about his vision for his new role and his plans for the UK sales team.

What do you think are the exciting challenges ahead?

"I believe that Dantherm can be even more of a major player in the HVAC industry. With high-quality products and strong brands, we are already market leaders within many segments."

"But there is a great possibility for further growth within these segments and opportunities to expand into other applications, and this is where the challenge lies, getting into these new markets and building on our existing ones."

What are your goals for your first year as VP of UK Sales?

"To get to know my team and colleagues within the UK and the Group and to get out and meet our customers. It is definitely going to be a learning curve for me to get up to speed with all our products and technology. We have such a great range of products, large and small, but there are a lot of them!"

"I also want one of my top priorities to analyse the business and find out what our strong and weak points are then we can build on the strong points and to improve the weak ones."

Where do you see Dantherm Group in 5-years' time?

"Still producing high-quality products with our primary focus being

on our customers and what they need and what the market is demanding."

"To be at the forefront of the industry with innovative products and technology, expanding in our natural segments and exploring new markets and sectors that fit within the group spectrum."

What people have inspired you in your career?

"I admire anyone who starts up their own business much like my grandfather did many years ago in the HVAC industry in Norway. People that run companies that constantly have to adapt to changing market conditions such as Elon Musk and his Tesla brand."

"Then there are the people that create theoretical models that are used throughout businesses today. For example, Michael Porter's model regarding the five forces analysis in business and Shigeo Shingo development of the Toyota production system, earlier called JIT and now called LEAN."

What are your personal ambitions?

"At the moment I want to be able to support and develop Dantherm in the UK as well as the rest of the Group, taking it up to the next level. As a person I have high expectations and I certainly expect my team and colleagues to have the same drive and enthusiasm as me, so we can achieve the goals we set together."

What do you like to do in your free time?

"I am an endurance sport's nut, specialising in triathlons. I love the challenge and the pure satisfaction it gives me after I have competed in an event!"

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