

FROM MARCH 1ST, KARL PALMSTORFER FROM UPPER AUSTRIA WILL BE TROX HEAD OF INTERNATIONAL BUSINESS EUROPE, MIDDLE EAST AND AFRICA

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The “convinced team player” has completed all career stages at TROX Austria since 1999 and was most recently managing director who increased sales by 73 percent.

Karl Palmstorfer (41), Managing Director in Austria since 2016, will be promoted to TROX Head of International Business Europe, Middle East and Africa on March 1st. TROX is the world market leader in components and systems for ventilation and air conditioning in rooms. The native Upper Austrian and family man, who takes “a lot of motivation from jointly achieved successes”, started as a “TROX own product” in the internal sales department immediately after graduating from the technical college. After managing sales and procurement, Palmstorfer was most recently managing director to increase sales from 26 million euros in 2015 to over 45 million euros in 2020. “Our success is based on teamwork and a clear corporate vision,” says Palmstorfer. “Our products and services make every building more sustainable, safer and more livable.” In his new position, the native Vorchdorf is supposed to strengthen TROX's leading position in Europe and establish new system solutions. In the Middle East and Africa, the main focus is on developing new ones Markets. Palmstorfer's successor as managing director of TROX Austria is Wolfgang Hucek.

Palmstorfer graduated from the HTL in Vöcklabruck with a focus on mechanical engineering, technical building equipment and energy planning, started in internal sales in 1999 and has steadily climbed the career ladder at TROX Austria: in 2000 he gained his first international experience at Eastern European TROX branches and took over management in 2004 of the fans sales department. In 2008 the enthusiastic family man became Head of Sales Austria and in 2011 as an authorized signatory member of the extended management team. Finally, in 2016, Palmstorfer became managing director of TROX Austria. Palmstorfer completed the general management program at Cranfield University while working. In his free time, the married father of three children is a passionate athlete.