



## A new Business Developer at ALIPA Group: Pierre LOUIS

Pierre LOUIS, 47 years old, has just joined ALIPA Group, the expert for lifting and packaging solutions, as Business Developer.

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With many years of professional experience as a project manager in automation and industrial electricity, Pierre has specialized in the field of machine safety and is now director of the company S.M.S. - Safety Machines Solutions.

Thanks to his achievements, he brings a new perspective to the ALIPA Group. As Business Developer, he gives technical advice to the users of lifting equipment, helps them understand the specificities of the products and guides them in the choice of the right equipment. In addition, he gives trainings in the lifting sector and participates in meetings of the Innovation committee, whose aim is to develop new specific products.

As an optimist, Pierre enjoys being in contact with the customers: “Good interpersonal skills and patience are essential to understand the customers' needs and to find the best solutions for them”, he says. In his spare time, Pierre enjoys brisk walking, nature tours, photography, reading and crossword puzzles.

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