

Eva-Last appoints new director of sales enablement and programme management

John Westermeyer has been appointed as director of sales enablement and programme management for Eva-Last.

Westermeyer has a wealth of experience, having worked for over 20 years in the marketing and sales profession, leading companies such as American Express, British Airways, Philips and Lixil.

Westermeyer's strategic marketing management and analytics skills have laid the foundation for his role at Eva-Last where he will coordinate routes to market for a broad array of Eva-Last products.

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