

Positively impacting society by improving people's lives

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The job

I cover many tasks, which keeps my days exciting. My main goal is to find strategies to improve the participation and penetration of the Hitachi brand in the Latin American market. My team and I execute these strategies, all while maintaining customer focus. In sales, we must deeply understand our customers' needs, strengthen customer loyalty and gain new customers—and we do our best to achieve that daily.

Achieving the ideal

In all that we do, I encourage my team to think about how to provide the most value to our customers. For instance, we help our customers with air audits to find ways to save energy and have more efficient compressed air systems.

Additionally, HIEMEX recently moved into a new office. Taking this opportunity, we have installed all LED lights in the facility. Also, we will soon change our lift truck to an electric vehicle, and we have started changing company cars to hybrids to do our part in running more sustainable operations.

The 10-year view

I have many significant goals for the HIEMEX and Hitachi Global Air Power Latin America sales teams to win our customers' loyalty for their lifetimes, create new business opportunities, and maximize opportunities to add Hitachi products to our portfolio.

I want to create a company where each member engages with the values of the company. I also want to positively impact their lives and our business by transmitting the company's culture outside of Hitachi to customers and families. That way, we can positively impact society by improving people's lives.

