

Putting HIES in the driver's seat for sustainability

Sales Manager
Hitachi Europe GmbH and Hitachi Global Air Power

Mariocarlo Memoli



The job

No two days are the same for me. As a sales manager for air compressors, some days I am in the office, others I visit distributors, and others, I visit our customers. After years without in-person interactions, due to COVID-19, I have a newfound appreciation for these interactions.

Additionally, I enjoy working on a global team and in a diverse environment. Our team has more than 11 different cultures on three continents who work together to offer our customers the most durable and sustainable solutions.

Achieving the ideal

One project I am particularly proud of is the Hitachi Global Air Power Europe team working with Hitachi Group companies with manufacturing sites in Europe to support them on their decarbonization journeys. After all, energy consumption (electricity) makes up more than 80% of the cost of owning and operating an air compressor. By offering extensive energy audits, we have been able to propose solutions that save hundreds of thousands of euros per year in energy and reduce CO₂ emissions.

Hitachi's long-term environmental goals are to be carbon neutral at all global facilities by fiscal 2030, and we can take an active role in supporting other Hitachi Group companies to reduce emissions and achieve carbon neutrality.

It is fun to be a part of this because Europe is setting the standards for Hitachi Industrial Equipment Systems' (HIES) global efforts for efficiency and sustainability.

The 10-year view

Sustainability isn't just a fad – it is here for the next 100 years. That is why I would like to continue working with various teams from R&D to engineering to procurement and more to ensure the products and solutions we offer are compliant so we can produce fewer pollutants and make a difference. While we are starting our efforts to support the decarbonization and carbon neutrality of Hitachi Group operations in Europe, this is something I expect will expand globally.

As a company, we must be in the driver's seat to lead the sustainability business and become sustainable solutions providers. And it is really rewarding to be a part of it.

