

Schneider Electric appoints Kristin Hanley as Vice President, Global Marketing and Sales Excellence for the UK and Ireland

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[Schneider Electric](#), a leader in digital transformation of energy management and automation, has announced the appointment of Kristin Hanley as Vice President Global Marketing and Sales Excellence for the UK and Ireland (UK&I).

Kristin will oversee an expanded Schneider Electric marketing function that combines traditional marketing channels and pricing with digital platforms, new sales excellence strategies, and insights generated by an internal data office. This data-led, holistic approach will support demand generation, maintain customer excellence and provide new methodologies and tools to deliver growth.

Prior to this, Hanley was Vice President of Customer Operations for the UK&I, where she spearheaded initiatives to improve the end-to-end customer experience through lean process efficiency, business development, and digitisation. Alongside her new role, Hanley remains the executive sponsor of the UK and Ireland's employee-led women's resource group, the focus of which is diversity and inclusion in the workplace, including gender diversity.

Speaking about her appointment, Kristin Hanley, Vice President Global Marketing and Sales Excellence for UK&I said: "The only constant in business is that change is inevitable. Brands like ours must make an impact in the market by creating collaborative, robust and flexible strategies to meet ever-changing customer requirements. We have brought together digital marketing, sales excellence, and data visualisation to meet demand, foster leads, and drive growth. This allows us to deliver a holistic approach that will ensure the information our customers need is just a few clicks away. We will equip our sales and marketing teams with data and insights to anticipate customer requests and maintain our leading edge."

“It’s a pleasure to welcome Kristin to her new role where she will continue her excellent track record of sales excellence and superior customer engagement with omnichannel marketing and data insights. Undoubtedly, data has the potential to transform the marketing function and will prove vital to scaling projects, driving growth, and delivering optimum customer experiences,” said Kelly Becker, Zone President of Schneider Electric UK and Ireland, Belgium and The Netherlands.

Hanley has 18 years’ experience with Schneider Electric in business transformation, project management, marketing and digital customer experience, both in the UK and Ireland and North America. Kristin holds a Bachelor of Business Administration, International Marketing and French from the Terry College of Business at the University of Georgia.