

Continued growth for multidisciplinary engineering firm adi Group as it appoints new sales performance director

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Birmingham-based firm [adi Group](#) has announced the appointment of Anthony Carter as its new sales performance director.

The announcement comes as the firm moves into its exciting five-year growth plan, with this new position playing a vital role in extending its double-digit growth year-on-year, enhancing sales capabilities and driving continued success.

Providing turnkey, end-to-end solutions to clients across the UK and Ireland, adi Group utilises its expertise and customer-centred approach to deliver innovative engineering solutions without a break in the supply chain. The Group now has 34 specialist divisions and over 800 employees, self-delivering most of the key engineering requirements of the manufacturing and built environment.

In this pivotal role, Anthony will focus on refining and optimising sales strategies, unifying efforts across teams and divisions, as well as streamlining processes to improve efficiency.

Anthony brings over 30 years of executive sales leadership experience in the B2B industrial products and service space across a number of sectors including food & beverage, electrical, maintenance, fire & security and automotive.

His expertise in developing and aligning high-performing commercial sales teams, driving performance, and delivering outstanding results will be instrumental as the business continues along a significant upward growth trajectory.

Expressing his enthusiasm for the possibilities this role opens up for the business, CEO Alan Lusty said: "adi Group has experienced double-digit growth for nearly 35 years. We're proud to say we've reached great heights and achieved significant milestones thanks to the efforts of our multi-skilled team."

"The appointment of a sales performance director is going to take us even further, bringing us closer to our strategic growth objectives. I'm personally excited to welcome Anthony to the team, who brings an exceptional track record of innovation, execution, and consistent delivery of sales growth and increased profitability."

With a background in electrical engineering, Anthony has spent a large portion of his career working in sales management and sales improvement, leading sales teams within international corporates, listed businesses and SMEs.

He brings extensive knowledge of large customer acquisition and management, as well as creating and implementing global channel/distributor/reseller and partner programmes, maximising all routes to market.

Speaking of his new role within the adi team, Anthony commented: "I'm delighted to join adi Group, a business with a hugely successful heritage in the industry and bright prospects for growth.

"I'm looking forward to help streamline our strategy and processes, ensure our teams are equipped to excel in a dynamic marketplace, and overall strengthen our approach to seize the right opportunities at the right time.

"The team at adi boasts some incredibly talented professionals in the field, and I'm excited to work closely with them to deliver the Group's strategic vision."