

# Rob Pearse Named as New Residential Business Director

1 year ago



[Baxi](#) has strengthened its residential heating division with the promotion of Rob Pearse into the newly-created role of Residential Business Director, in a move designed to enhance the level of support it can offer to its residential customers.

Pearse brings over 30 years' commercial and sales experience across sectors including construction, domestic appliances and heating, having been Baxi's Residential Sales Director since 2023.

Pearse's role will see him continue to strengthen partnerships to support customers in the residential space with the latest efficient heating and hot water technologies. This includes supporting heating engineers and merchants with low carbon solutions, training and expert support as the supply chain and homes continue the clean heat transition.

Earlier in the year, Baxi's 2024 Installer Skills Survey revealed UK heating engineers are holding back from the switch to heat pumps due to a lack of hands-on training, complex government incentives and perceptions of low consumer demand. It found only 9% of installers are fitting heat pumps, while half of respondents stated they would be unlikely to start fitting heat pumps in the next three years.

Baxi's restructure of leadership and Pearse's appointment to the new role created represent a number of the organisation's commitment to overcoming these challenges and supporting customers with delivering efficient, comfortable heat. In addition to a raft of new product development of heat pumps, electric heating and heat network solutions, Baxi has prioritised addressing skills challenges with the opening of its Solutions Academy, which is set to triple the company's training capacity.

On his appointment, Pearse said: "This is an exciting time of evolution for the heating industry and I'm

looking forward to seeing the progress we'll continue to make partnering with our customers. Our rich history and knowledge of the UK heating industry coupled with the strong expertise and access to the latest technologies from Europe give us the enviable position to drive development in the sector. The opportunities of net zero and decarbonisation are only going to emphasise the need for strong partnerships, so I'm really looking forward to strengthening our links with residential customers and supporting them as they move towards low-carbon heat."

Jan Rijnen, Managing Director at Baxi, said: "We are pleased to welcome Rob into this new role as we structure our leadership team in the best way for us to make the right changes our business at pace, to fully reflect the needs, expectations and opportunities of our customers. Rob has demonstrated his commitment to Baxi and our growth since joining in 2023 and has played a key role in building relationships with customers. Knowing his ambition for changing our business to optimise our service for residential customers, I am confident that Rob will drive success in deploying our market-leading products, training and customer support where they are most needed."

For more information on Baxi's low-carbon offerings, [click here](#).