

Steve Milnes leads northern sales for Fujitsu

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[Fujitsu General Air Conditioning UK](#) has appointed Steve Milnes as Northern Sales Manager.

Milnes was already familiar with the Fujitsu product range before joining the business, having spent almost 11 years with air conditioning, refrigeration and heat pump wholesaler TF Solutions. He progressed to the position of Regional Manager North before leaving in 2022 to become Business Development Manager at Haier Air Conditioning – Europe.

He said: "I enjoyed working with Fujitsu in my TF days and am delighted to be joining the team. Fujitsu has built a very strong indirect route to market in the north through its wholesale and distribution partners. I'll be looking to build on that wherever possible, but my main focus will be on developing our direct sales operation."

Stuart Eagleton, Sales Director at Fujitsu, said: "Steve has a proven track record and brings a wealth of industry as well as Fujitsu experience with him. Steve's focus will be on increasing Fujitsu's market share in the North, whilst working in conjunction with our distribution partners and internal team to ensure a joined-up and focused approach in achieving our goals."

To discover more about the Fujitsu product range, visit <https://www.fujitsu-general.com/uk/> or email sales@fgac.fujitsu-general.com