

Bell appoints new head of sales in South Africa

Bell Equipment Sales Africa is excited to welcome Mark Hughes to the senior management team. Mark is to be based at the company's Jet Park head office and his sales and marketing responsibilities stretch across the BESA region, which includes South Africa, Namibia, Mozambique, Zambia, Zimbabwe and the Democratic Republic of Congo (DRC).

The appointment is a return to Bell for Mark, who previously worked with the Richards Bay-based heavy equipment manufacturer in the 1990s through his involvement with their excavator supplier at that time. "I am very pleased to be back in the Bell fold after all these years. I've always admired the Bell brand, the company and its culture. It's a family business with a respectful and highly professional working environment. It's also a world class company with a strong entrepreneurial spirit and the tenacity to never back down from a challenge. Over the years this has seen Bell grow in physical size as an organisation as well as in the maturity of its products to industry leading standards," he said.

Mark is especially upbeat about the impact his role will have on the Bell business going forward. "I am particularly confident that our new range of E-series ADTs is as good, if not better, than what the rest of the market has to offer. This, backed by Bell Equipment's industry leading support, will most certainly see Bell consolidate its dominance of this sector."

"After a very tough couple of years, the industry is starting to see green shoots again and I would like to believe that we are through the bottom of the cycle. This bodes well for Bell with our full line of products for the various industries we serve," he adds.

In welcoming Mark to the Bell family, MD of BESA, Menzi Dumisa says: "Mark brings a wealth of industry and leadership experience to the team and our region, and his past experience in our industry will greatly assist in meeting both our customers and our business objectives. We look forward to his contribution and wish him a long and satisfying career with Bell."

