# John Deere Ibérica: New CEO

**Enrique Guillen is the new CEO of John Deere for Spain and Portugal. Replaces Germán Martínez, who is leaving the company for "a personal decision that will lead to a new professional career."**

Henry, who has extensive experience in John Deere (more than 18 years in positions of responsibility) and has extensive knowledge of the agricultural sector in Spain and Portugal, has assumed his new position within the Company with effect September 15.

Enrique is Agronomist by the Polytechnical University of Madrid and joined the company in 1997. Since then he has held various positions in Spain and Portugal, as territorial chief, director of Products and Sales Division Manager. In 2011 he joined the team of Strategic Marketing for Europe, CIS region and NAME as Segment Manager based in Mannheim (Germany), and since 2014 he has been Head of Turf for Europe within the Tactical Marketing department.

In his new role as CEO, Henry will lead the challenge of consolidating the ambitious growth targets

of the company and continue making the John Deere brand in Spain and Portugal. Their training, experience and deep knowledge of the business, customers and the dealer network, acquired throughout his long career, endorse it as the ideal person to tackle this new responsibility.

**Source: John Deere**