KUHN Ibérica reinforces its commercial strategy incorporating the departments of Communication and Precision Agriculture

KUHN Ibérica **has incorporated the Communication and Precision Agriculture departments into its organizational structure to reinforce its commercial strategy in Spain. Thus, the journalist Sofía Lázaro joins the company's team as Communication Manager and the engineer Abel Pozo takes the leap from the Commercial Delegate from the central area of ??Spain to the Precision Agriculture Manager, to provide support in relation to the new technologies, both to distributors and to the final customer.**

The KUHN Group, which this year celebrates its 190th anniversary, opens the year 2018 with the creation of two new departments in its Spanish subsidiary, KUHN Ibérica. The areas of Communication and Precision Agriculture become part of this agricultural machinery company located in Huesca, in order to strengthen its strategy in Spain and create new business opportunities.

The new Communication Manager of KUHN Ibérica is Sofía Lázaro, Graduated in Journalism from the University of Zaragoza and Master in Marketing and Corporate Communication from the San Jorge University. She has five years of experience in the management of corporate image, social networks, advertising and event organization, both in the public and private sectors.

Abel Pozo, until now Commercial Delegate of the central area of ??Spain at KUHN Ibérica since 2014, now occupies the position of Precision Agriculture Manager. Its task will be to provide commercial and technical support throughout the Spanish territory, on the one hand, to the dealer network of Kuhn distributors and, on the other hand, to the final customer in relation to new technologies applied to agricultural machinery. He is a Mechanical Industrial Engineer by ICAI (Universidad Pontificia de Comillas) and a specialist in Automotive. He has worked in the agricultural sector since 1999, although his involvement in this field starts from his childhood due to family businesses selling and repairing machinery.

Source: KUHN Ibérica