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Siemens expands export sales team

Siemens Traffic Controls has appointed a new manager to its export sales team aimed at further developing the company's relationships with its growing number of overseas customers. Joining Head of Export Sales, Peter Gorton and Export Sales Manager, Ray Wood, the appointment of Gordon Hay has increased the team's capability with many years' traffic management experience at home and abroad.

Commenting on Gordon's appointment from a systems sales role within the company, Peter Gorton, said: 'With our growing international reputation and in light of the increasing number of projects in the Americas, Gordon's appointment will be a tremendous boost to serving our existing clients in regions such as Santiago in Chile and Cartagena in Columbia plus the increasing number of new projects underway'.

Based at Siemens Traffic Controls' Head Office in Poole, Gordon Hay will be responsible for the export of the company's full product range to both South and North America.

Having been with the company for 28 years, Gordon started as a software engineer, moving to a systems sales role involving the company's flagship Comet UTM system and PCSCOOT urban traffic control system. Gordon has been the keystone of high-profile international projects including one of the company's largest international urban traffic control systems in Sao Paulo, Brazil.

Colleague Ray Wood started in the company's traffic intersection engineering department and then worked as resident communications engineer in Brunei, Libya, Pakistan, Africa and Malta, providing a good grounding for the sales role firstly in the UK and then export business.

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With 15 years' export sales experience, Ray has negotiated orders for Siemens equipment in such places as Beirut and Sri Lanka immediately following and during hostilities in the regions. Ray has been pivotal in the company's successes in the UAE and South Africa, recently securing the largest ever traffic related order given by The Nelson Mandela Bay Municipality.

Team manager, Peter Gorton has worked in the traffic control business for almost 40 years including a period of eight years as General Manager, Siemens China. In addition to UTC projects in Beijing, Dalian and Chengdu, Peter has worked as traffic engineer on projects in Bahrain, Chile, Canada and China, where the focus of this export role resides.



Photograph shows from left to right: Peter Gorton, Ray Wood and Gordon Hay.

Notes

Replacing Gordon with a UK systems focus is Kevin Maile, moving from a systems engineering role, who brings with him over twenty years of experience with the company.

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About Siemens Traffic Controls

As part of Siemens plc, Siemens Traffic Controls designs, manufactures, installs and maintains a wide range of traffic engineering products and systems to enhance road safety and improve traffic flow in congested urban and inter-urban areas. In the United Kingdom, the company installs and maintains more traffic infrastructure than any other company and has 800 employees including 400 skilled service engineers dedicated every day of the year to maintaining over half of all traffic control equipment installed on the UK road network.

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