



PRESS RELEASE

Manitou Group announces new Executive Committee

Ancenis, November 26, 2025 – With a view to deploying its new strategic roadmap, “LIFT 2030,” Manitou Group announces the evolution of its Executive Committee organization, effective as of January 1, 2026.

In order to strengthen customer proximity, accelerate global growth, and support its innovation and digital ambitions, the group is implementing a new operational structure based on three geographical zones, supported by global and corporate functions.

Combining internal expertise and international experience, this new executive team is tasked with driving the group's transformation and meeting the established financial and non-financial objectives. It constitutes the managerial backbone for the group's transformation.

A geographical zone organization for greater proximity

To manage operations closer to markets and customers, three regional presidents are appointed:



Brad Boehler joins Manitou Group as **President, North America**. With over 25 years of experience in the construction and aerial equipment sector, including General Management roles at Skyjack and Morbark, he will be responsible for accelerating market share growth in North America, improving customer experience, and ensuring operational excellence at American production sites.



Jean Rouault is named **President, Distribution Europe**. His mission will be to maintain growth while developing an agile, customer-centric organization capable of adapting to market evolution. He has been with the group for 30 years and currently serves as Vice-President of Sales for the Northern and Eastern Europe regions.



Steve Ryder is named **President, LAPAM** (Latin America, Pacific, Asia, Middle East, Africa, and Oceania). Having been with the group since 2018 as Vice-President Middle-East Africa, then Vice-President of the Backhoe Loader Product Unit, he will be responsible for accelerating Manitou Group's growth and brand leadership in this high-potential, multicultural, and rapidly changing region. His scope will cover commercial execution, industrial operations, the implementation of strategic investments, and organizational development across the entire LAPAM region.

Global functions for efficiency and innovation

Four transversal divisions will ensure consistency, performance, and innovation on a global scale:



Maurizio Achilli is named **Chief Procurement Officer**. His main mission will be to define and implement the company's sourcing strategy, risk mitigation, performance, and supply chain development while fostering competitiveness. He joined Manitou Group in 2018 and is currently the Vice-President of Sourcing.




Elisabeth Ausimour is named **Chief Innovative Business & Technologies Officer**. Her mission will be to lead all actions related to marketing, the development of digital offers, and customer-centric products and services. She joined the group 20 years ago. For the past 6 years, she has held the position of President of the Products division within the Executive Committee.



Corinne Le Guyader is named **Chief Commercial Excellence & Service Officer**. She will be responsible for the global management and efficiency of commercial activities within the regions, ensuring the harmonization of strategies, processes, and tools, and their alignment with Manitou Group's objectives. She joined the Group over 30 years ago and currently holds the position of ERP Project and Process Re-engineering Director.



Pierre Paineau is named **Chief Manufacturing & Industrial Officer**. His primary mission will be to establish a robust industrial strategy, ensure manufacturing excellence across all of the group's production sites, and strengthen the competitiveness of European sites by facilitating their



collaboration. For the past 5 years, he has served as Vice-President of the Telehandler Product Unit.

Corporate functions guaranteeing group stability

Three current Executive Committee members continue in their roles:



Céline Brard continues her mission as **Chief Financial Officer**, and takes on the responsibility of positioning the Finance function as a primary lever for developing profitable and sustainable growth. She joined Manitou Group in 2024.



Christine Prat continues her mission as **Chief Human Resources Officer**, and assumes responsibility for driving the group's talent strategy. She leads a cohesive, agile, and cross-functional HR policy that supports the entire organization. She joined Manitou Group in 2022.



Hervé Rochet continues his mission as **Chief Transformation & Governance Officer**, and takes on the responsibility of orchestrating the Group's transformation to enhance its performance and sustainability, fostering a long-term vision and transversal collaboration. He joined Manitou Group in 2005.

Michel Denis, President & CEO stated: *"The success of the LIFT strategic plan rests on a world-class leadership team. The composition of our new Executive Committee reflects the wealth of talent within Manitou Group. With this new leadership team, we possess all the necessary expertise to achieve the objectives of our new roadmap."*



As a world reference in the handling, aerial work platform and earth moving sectors, Manitou Group's mission is to improve working conditions, safety and performance around the world, while protecting people and their environment. Through its flagship brands – Manitou and Gehl – the group designs, produces, distributes and services equipment for construction, agriculture and industry. By placing innovation at the heart of its development, Manitou Group constantly seeks to bring value to all its stakeholders. Through the expertise of its network of 800 dealers, the group works more closely with its customers every day. Staying true to its roots, with its headquarters located in France, Manitou Group turned over €2.7 billion in 2024. It unites 6,000 talents worldwide with passion as their common driver.

[Download the visuals from the corporate website media library](#)

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