

ECOBAT BATTERY TECHNOLOGIES

A New Direction And New Leadership



In order to spearhead the transition from its existing individual business units to become ECOBAT Battery Technologies, parent company ECOBAT Technologies and the ECOBAT group has recruited Philippe Desnos as Vice President and Managing Director of new the pan-European entity.

Philippe has enormous aftermarket pedigree, having worked for a number of prominent companies within the automotive industry beginning with Lucas in 1995, followed by Lucas TRW and then Delphi, where since 2013, he has been president of the aftermarket operation.

This considerable experience in the global aftermarket makes Philippe the ideal candidate to steer ECOBAT Battery Technologies as it follows its strategic course and develops into Europe's number one battery partner, able to offer new levels when it comes to customer relationships, environmental controls and brand quality.

"Taking the helm at this exciting time is both a great privilege and an opportunity," Philippe explained, "as we have to ensure that the existing businesses, all of which have operated very successfully within the wider group, continue to grow from their excellent foundations.

"In order to allow them to do so, we are developing our partnership philosophy, which brings multiple benefits across all our business relationships from supplier to manufacturer to recycler, but, most significantly, to our customers, who will continue to be our primary concern and therefore, our most important partners."

In addition to his workplace experience, Philippe holds a Master's degree in Business Administration from Warwick Business School in the UK, a Master's degree in Automotive Systems from ESTACA University in France and a further Master's degree in Engine Management Systems from Paris 6 University. He also speaks French, English and German.

Coordinated Approach

Due to the complexities of bringing together separate marketing departments and the importance of conveying a coordinated message across multiple markets, Myles Pemberton has become the company's Marketing Manager, providing a single point of contact with responsibility for the overall marketing plan.

Myles has been at the heart of the decision making process and the development strategy to launch the business under a unified ECOBAT Battery Technologies brand and raise its awareness across existing markets. This work, made possible by the practical input and positive support of the management within the existing businesses, has allowed the company to mould its vision and lay the necessary foundations for its further expansion.

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