

A new Inside Sales Representative for LIFTEUROP

Wiltz, April 9th, 2024

Maxime Llorens joins LIFTEUROP (ALIPA Group), the Luxembourgish manufacturer of lifting accessories, as an Inside Sales Representative.



Born on September 20, 1994, Maxime earned his “Degree of Public Relations, Communication” diploma at IFAPME in Liège, Belgium, where he developed his expertise in communication.

As a Technical Sales Representative, Maxime participates in the marketing of lifting accessories, collaborates on technical developments with the engineering department, and provides training to LIFTEUROP's clients.

Beyond his primary tasks, Maxime shows interest in the innovation cell, demonstrating his commitment to the company, and has joined the organizational events committee of the ALIPA Group.

With nine years of experience at 4 Wood/Ardennes Toys, where he progressed from intern to Project Manager/Business Developer, Maxime brings a wealth of knowledge to the LIFTEUROP team.

Outside of the professional world, Maxime dedicates his time to his passions, such as football, video games, and tennis, but above all to his loved ones. *“I am someone honest and motivated, never giving up. My ambition drives me to motivate those around me. However, my determination can sometimes be perceived as commercial tenacity,”* says Maxime.

Maxime possesses the necessary qualities to excel in this new professional challenge: being approachable and attentive, demonstrating empathy, possessing a deep technical understanding, and combining organization with a competitive spirit.

About LIFTEUROP

Founded in 2010 and located in Wiltz, LIFTEUROP produces and distributes high quality lifting equipment and accessories of the STAS brand, flagship of the French lifting industry guaranteeing the safety of goods and people since 1953. Certified ISO 9001, 14001, ISO 27001 and RSE, LIFTEUROP is integrated in the lifting division of ALIPA Group, a Luxembourg specialist in industrial packaging and lifting, which counts about 150 employees.

Note to the editor, not for publication

For more information, feel free to contact:

LIFTEUROP (ALIPA Group)



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