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- [House of Startups](#)
- [House of Training](#)
- [House of Sustainability](#)
- [Groupe Chambre de Commerce](#)
 - [Fondation IDEA](#)
 - [Luxembourg-City Incubator](#)
 - [LUXEXPO THE BOX](#)
 - [Mutualité de Cautionnement](#)
 -
 - [Annuaire complet](#)

A new Inside Sales Representative for LIFTEUROP

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

09/04/2024 | [Personnalités](#)



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.

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