



Press Release  
SMA America

## **SMA Aligns North American Sales under New Leadership**

EVP of Sales for the Americas Marko Wittich Assumes President and General Manager Functions at SMA America

ROCKLIN, Calif., Aug. 4, 2015—SMA Solar Technology AG (SMA) has tapped Marko Wittich, the company's current executive vice president of sales for the Americas region, to also helm SMA America. In addition to his role as EVP, Wittich has assumed the president and general manager functions for SMA's U.S.-based subsidiary, leading all product sales and marketing activities in North America. His focus is on SMA's strategic growth in all market segments—residential, commercial, off-grid/hybrid and utility-scale PV—of the U.S. and Canada. He is also tasked with increasing SMA's presence in Latin America, particularly in Mexico, Chile and Brazil.



**Marko Wittich, Executive Vice President of Sales, Americas**

*Photo Courtesy of SMA America*

"North America has consistently been one of our strongest markets, with SMA America producing robust sales figures year over year," said Pierre-Pascal Urbon, chief executive officer and chief financial officer of SMA Solar Technology AG. "Marko has the experience, passion and drive to further propel SMA America as the market and technology leader in the U.S. and Canada, as well as in emerging markets in Latin America."

Prior to joining SMA, Wittich was the managing director of the Asia region for the Minimax Viking Group, a global leader in fire detection and suppression systems based in Bad Oldesloe, Germany.

### **About SMA**

The SMA Group, with sales of more than €800 million in 2014, is the global market leader for solar inverters, a key component of all PV plants and offers innovative key technologies for future power supply structures. It is headquartered in Niestetal, near Kassel, Germany, and is represented in 21 countries. The Group employs more than 4,500 people worldwide. SMA's broad product portfolio includes a compatible inverter for every type of module on the market and for all PV system sizes. The repeatedly awarded product range includes system technologies for grid-connected photovoltaic systems as well as off-grid and hybrid systems. The

technology is protected by more than 550 patents. The range of services is supplemented by comprehensive services and operational management of large-scale PV power plants. Since 2008, the Group's parent company, SMA Solar Technology AG, has been listed on the Prime Standard of the Frankfurt Stock Exchange (S92) and also in the TecDAX index. [www.SMA-America.com](http://www.SMA-America.com)

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**Photo Caption:** Marko Wittich, Executive Vice President of Sales, Americas

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