

TERRANUOVA BRACCIOLINI, ITALY, FEBRUARY 2th, 2025

FIMER: Alberto Pinori Appointed New Head of Sales and Marketing Italy

Alberto Pinori to lead Sales & Marketing activities in Italy as part of the company's strategy of innovation and accelerated growth

FIMER – a global player in the photovoltaic inverter sector for residential, commercial and utility-scale applications – enters 2026 as a year of transformation and strategic relaunch.

In a market environment characterized by rapid technological and regulatory evolution, the company aims to consolidate its renewal path, strengthen its market positioning, and reaffirm its role as a reliable technology partner.

FIMER announces the appointment of **Alberto Pinori** to a key role within its new organizational structure, entrusting him with responsibility for defining and developing sales and marketing strategies in the Italian market.

Pinori brings to FIMER **solid and widely recognized experience in the photovoltaic sector**, gained at leading companies where he held positions of increasing responsibility. Throughout his career, he has developed distinctive expertise in **customer relationship management, leadership and development of sales teams**, and the management of structured organizations, operating in complex and highly competitive environments.

In his new role, Alberto Pinori will be tasked with implementing a **clear, structured and ambitious commercial policy** aimed at strengthening customer relationships, improving sales effectiveness, and driving sustainable growth of the order portfolio. Within this framework, FIMER will launch **new collaborations and dedicated projects for distribution partners, installers and EPCs**, supported by **structured training programs and advanced technical education for installers**, enhanced after-sales service, and the consolidation of existing relationships across the territory.

The appointment comes at a time of **significant renewal and strategic relaunch for FIMER**, which can now rely on new ownership, a **renewed management team**, and a significant **industrial plan**. The company is strengthening its manufacturing capabilities through the introduction of **new patents and technological solutions**, with the objective of increasing competitiveness, innovation and reliability.

Further information will be progressively available on the website: www.fimer.com

About FIMER

FIMER is a brand owned by MA Solar Italy and a leading manufacturer of renewable energy solutions. The Company, specializing in the production of solar inverters, offers a wide range of solutions designed for any application. With local training centers, 2 production sites, one in Italy and one in India, FIMER is close to its customers in the evolving dynamics of the energy sector.

For further information visit www.fimer.com and follow us on our social channels:

