



Press release

New sales manager in the cable measuring technology division at iiM AG



Martin Hruška – New sales manager for the VisioCablePro® brand

Suhl, 5 July 2021. The iiM “cable measuring technology” division, known under the VisioCablePro® brand and specialising in high-quality measuring technology on the international wire and cable market, is expanding its globally operating sales team with Martin Hruška.

With relevant expertise concerning quality assurance processes in the cable industry and based on a high-quality product portfolio, iiM AG holds a future-proof and stable position with its VisioCablePro® brand despite difficult crisis conditions. Intensive and honest support for customers is one of the key values of the team and is set to be optimally complemented and further developed with Martin Hruška.

In his sphere of activity as a sales manager, Mr Hruška can draw on considerable experience and solid knowledge. He began his career as an independent advertising manager with his own advertising agency. He was then responsible for establishing project purchasing at GPM GmbH before working on the management and implementation of internal lean projects at the NIDEC GPM Group as an administrative department between Purchasing and the company management. Over the last 2 years, he has been responsible for technical sales at Vision & Control GmbH in Suhl.

Martin Hruška is now pursuing his personal goal of drawing on his existing experience to effectively support sales for the VisioCablePro® brand, thus positively developing the sales strategy. With his own cross-functional further development within iiM AG, he aims to create positive added value for the company. We would like to take this opportunity to wish Martin Hruška every success and we look forward to an excellent working relationship. Welcome to the team.

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About iiM AG

iiM AG measurement + engineering provides high quality and high performance products for Machine Vision. For over 20 years iiM AG has been developing and producing industrial measurement engineering for various industry fields such as the cable, wire and solar industry and also for the automotive industry. In order to guarantee a high standard of our processes as well as continuous improvement, we annually undergo an inspection of our Quality Management System according to ISO 9001:2015 and are certified by DEKRA Certification GmbH.