

Reinhard Lampe joins REC Group as VP Sales and Marketing Europe

Munich, Germany, January 22, 2021 – [REC Group](#), an international pioneering solar energy company headquartered in Norway, is pleased to announce the appointment of Reinhard Lampe (47) as Vice President Sales and Marketing Europe effective January 10, 2021. With over 12 years in sales and marketing leadership roles in the solar industry, Reinhard Lampe is a strong, experienced professional and looks forward to steering REC Group's Europe sales and marketing organization to fresh success.



Reinhard Lampe, who holds degrees in both Architecture and Industrial Engineering, brings impressive experience to his new role from over 12 years in leadership positions in the industry. Most recently, he was Senior Business Development Manager at another major solar panel manufacturer, marketing solar panels to developers, investors and EPCs across Europe. Prior to that, he held various positions, from Senior Sales Director for Europe to Managing Director, during almost a decade at another premium solar brand. He was responsible for strategy, the product portfolio, customer service and marketing support, managed the National Sales Directors and held P+L responsibility for the region. Most importantly, Reinhard Lampe has developed and led solar industry partner networks in Europe – a competence that will be vital in his position at REC.

REC Group's CEO Steve O'Neil is excited: "Europe is a hugely important market for REC Group. This is the place of our foundation 25 years ago, the market where we kicked off our customer-centric Channel Program in order to best support our distributors and installers and where we started our path of growth together with our partners. Reinhard Lampe will be setting the strategic direction for REC Group's entire sales and marketing organization, structure and competencies in the region. With our heritage as a European company, we look forward to focusing on Europe with renewed strength in the future, and we are delighted to welcome him on board."

Reinhard Lampe takes over from Ivano Zanni, who leaves REC at the end of January 2021 after 12 years – a length of service that underscores REC's commitment to strong, lasting alliances with partners, customers and staff. "We thank Ivano for his successful work in a range of roles at REC," O'Neil adds.

For further information please contact:

Katrin Anderl
Marketing Manager EMEA
Tel.: +49 89 44 23 85-990
E-mail: katrin.anderl@recgroup.com

REC Solar EMEA GmbH
Leopoldstraße 175
80804 Munich, Germany
Managing Director: Cemil Seber
Court of Registration: Munich HRB 180306
VAT ID-No: DE266243545

About REC Group:

REC Group is an international pioneering solar energy company dedicated to empowering consumers with clean, affordable solar power in order to facilitate global energy transitions.

Committed to quality and innovation, REC offers photovoltaic modules with leading high quality, backed by an exceptional low warranty claims rate of less than 100ppm. Founded in Norway in 1996, REC employs 2,000 people and has an annual solar panel capacity of 1.8 GW. With over 10 GW installed worldwide, REC is empowering more than 16 million people with clean solar energy. REC Group has headquarters in Norway, operational headquarters in Singapore, and regional bases in North America, Europe, and Asia-Pacific.

Find out more at www.recgroup.com or    