

PEOPLE

A professional growth story

Marco Martin, VP of sales for Purmo Group’s southern sales cluster describes his professional journey in the heating and cooling industry starting in 2002, and his career at Purmo Group through the acquisition of Emmeti, a subsidiary located in Vigonovo, Italy, in 2015. Purmo Group’s Emmeti subsidiary is a great example of building up solutions know-how, which other key market areas of Purmo can learn from.

You lead Purmo Group’s sales in South Europe. What is your professional growth story within Purmo Group?

I have been a part of Purmo Group since 2015 when EMMETI Group, originally founded in 1976, was acquired. I started at EMMETI in 2002

in the technical sales support team after graduating as Mechanical Engineer from Padova University in Northern Italy. After very interesting years cooperating mostly with Italian sales representatives, I had the opportunity to train my colleagues and customers all around the world, particularly cooperating with our subsidiaries in Spain, Brazil, France, United Kingdom and China. I became responsible for the EMMETI subsidiaries in 2008, which was a great experience in understanding their details and also in how to develop new products. I was a product manager in the Italian EMMETI team during that time. After the acquisition, my role in EMMETI didn’t change until 2018 when I took the lead of the South sales region which evolved into Cluster South. My professional journey in Purmo has been challenging and motivating and I have truly had an opportunity to develop my skills and knowledge during these seven years onboard.

Purmo Group provides various complete heating and cooling solutions, including heat pumps, through its Emmeti brand in Italy. How do you do this, and what other products do you provide through the subsidiary?

Since I started in 2002 in EMMETI, there has always been one clear focus area - the development of complete solutions in a synergic way. Thanks to this, we are today the only company in our sector offering so many systems and solutions. We



Picture: Marco Martin (first row, third from left) with his team in Italy.

manufacture most of the needed components, or at least sell them with unique characteristics, and together these things differentiate us from our competitors. Today we offer complete systems for potable water and gas distribution, radiant heating and cooling, heat metering, thermal and solar photovoltaic energy, air conditioning, air renovation and even a system for centralised vacuum cleaning, including many possible accessories.

How does the Italian market look like in terms of heating and cooling trends?

The Italian market has been influenced by boiler manufacturers for many years while

today, European Union standards have created requirements for new buildings to reach nearly zero emissions by 2050. To receive the highest compensation of 90% with tax incentives for renovations in Italy, it is mandatory to significantly improve the energy efficiency of a renewed building. There is only one solution to be compliant with these requirements: the installation of a heat pump, which uses as much energy as possible produced by solar photovoltaic panels. I think this is now the trend going forward, and we at Purmo Group have the opportunity again to be the only market player offering and manufacturing the widest range of climate products and solutions.