



POWERBOX
Mastering Power

Powerbox Group promotes Patrick Le Fèvre to Chief Marketing and Communications Officer

Press Release
December 14, 2016

Powerbox International AB has promoted Patrick Le Fèvre, its Marketing and Communication Director, to the role of Chief Marketing and Communications Officer (CMCO). In an extension of his responsibilities to promote Powerbox standard and custom products and solutions, starting 1st of January 2017, Le Fèvre will be responsible for marketing custom power solutions from Eplax, a German company acquired by Powerbox in May 2016, and for the products designed by the former Power Technics BV, the Dutch business whose assets were purchased by Powerbox in April 2016. He remains part of the Powerbox corporate business team and reports to the group CEO, Martin Sjöstrand.

Sjöstrand said, "Patrick's experience and dedication to the power industry, and his passion for energy efficiency and environmental responsibility, have created outstandingly positive outcomes from his marketing work for Powerbox. In the view of the Board, his skills and commitment are going to prove equally valuable to the new assets we have acquired during 2016. I congratulate him on this advancement and I am confident that his success to date will be replicated across the group."

Le Fèvre commented, "Working closely with product management and R&D over the last year has revealed a level of innovation in Powerbox that I've rarely experienced in my 25 years in the power industry. What's more, the company directs these efforts to the two most important aspects of power conversion for our customers: energy efficiency and short time-to-market, even for the most complex, custom power solutions. This philosophy extends to all product development so I am looking forward to the challenge of consolidating our marketing efforts throughout the group."

Patrick Le Fèvre is an international marketer and engineer who has worked in power electronics for over two decades. He's a well-known and highly respected presenter at industry conferences and his writing, particularly with respect to clean energy, has been published over 200 times in leading trade media publications and web sites.

Patrick Le Fèvre held senior marketing and communication roles at Ericsson Power Modules for 20 years before joining Powerbox in November 2015.

P R
B X

POWERBOX
Mastering Power

About Powerbox

Founded in 1974, with headquarters in Sweden and local operations in 15 countries on four continents, Powerbox serves customers around the globe. We focus on four major markets - industrial, medical, railway and transportation, and defense - for which the company designs and markets premium quality power conversion systems for demanding applications. Our mission is to use our expertise to increase our customers' competitiveness by meeting their entire power needs. Every aspect of our business is focused on that goal, from the design of the advanced components that go into in our products to our customer service. Powerbox is recognized for technical innovations that reduce energy consumption and the company's ability to manage the full product lifecycle, minimizing environmental impacts.

For more information

Visit www.prbx.com

Please contact Patrick Le Fèvre, Chief Marketing and Communications Officer

+46 (0) 158 703 00

marcom@prbx.com



Patrick Le Fèvre