

REC Group powers up for growth with APAC appointments

Singapore, June 23, 2022 – [REC Group](#), an international pioneering solar energy company headquartered in Norway, today announced two new appointments to strengthen and lead its APAC Sales & Marketing division as the company continues to drive innovations and expansion.



[Ian Lee](#) has been appointed Vice President for REC APAC Sales & Marketing. Lee brings 13 years' experience at LG Electronics Solar Division where he was most recently APAC Director of Solar Sales & Marketing. During his time at LG, Lee was instrumental in leading the Asia/Africa solar business, establishing healthy growth strategies and increasing sales coverage for strategic countries, with a focus on value selling.

Lee's primary role at REC is to lead the APAC Sales & Marketing team to deliver sales goals, while building and maintaining customer relationships to grow REC's presence in the region. Lee spoke of his eagerness to begin the new role: "REC is renowned as one of the world's best for solar technology and innovation. I'm thrilled to be joining the APAC Sales & Marketing team and look forward to building our premium market for the new lead-free REC Alpha Pure-R."



Working alongside Ian Lee will be [Gus Paviani](#) who is REC's new Country Manager for Australia and New Zealand. Paviani will lead the REC ANZ Sales Team to meet sales goals by designing and implementing strategic sales plans to expand the customer base.

Paviani will join current ANZ Director of Sales Paul Scerri who has done an outstanding job in growing sales and building strong relationships with REC's local distribution and installer network over the past five years. Paul will continue his work under Gus' leadership as ANZ Head of Distribution to drive partnerships and business growth.

Paviani joins REC after six years at LG Electronics Australia and with more than a decade of experience in the solar industry. He was responsible for overseeing LG's solar and energy business, which included the business operations and sales in Australia, New Zealand and the Pacific Islands. Through his work in solar, he is committed to creating a more sustainable future.

"With solar panels growing to mass adoption in Australia and New Zealand, there has never been a more exciting time to be working in the industry. REC is a wonderful company with a commitment to decarbonization and reducing its environmental impact. It's a privilege to be joining such an outstanding organization and team," said Paviani.

REC CEO Jan Enno Bicker shared his excitement about the new appointments. "As REC continues to grow in the APAC region, Ian's and Gus's appointments bring extensive strategic knowledge to help further develop our already strong APAC Sales & Marketing team. Their insights will be invaluable as we look forward to the launch of our newest panel in the region, the Alpha Pure-R, the highest power heterojunction (HJT) G12 cell panel for residential installations in the market," said Bicker.

REC is in the midst of a significant capacity expansion at its state-of-the-art manufacturing headquarters in Singapore following the introduction of the lead-free and Restriction of Hazardous Substances Directive (RoHS) compliant Alpha Pure-R. The solar company is looking for further innovative and passionate engineering talents to drive this next generation of growth. More information on open job positions available under www.recgroup.com/careers.

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About REC Group:

REC Group is an international pioneering solar energy company dedicated to empowering consumers with clean, affordable solar power through high-quality solar panels with a leading power density. As Solar's Most Trusted, REC is known for its patented innovations and multiple award-winning products with reliable long-term performance. The cornerstone for REC's strong reliability is advanced and highly efficient manufacturing using Industry 4.0 practices. Founded in 1996 in Norway, REC has always been committed to a low carbon footprint in its solar materials and panels. REC is headquartered in Norway with operational headquarters in Singapore and regional hubs in North America, Europe, and Asia-Pacific.

Find out more at recgroup.com and on    