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Sailun Europe – Further Team Expansion

Sailun Tyres (Europe), headquartered in Birmingham, have announced the further expansion of their operations team with the appointment of a native Italian-speaking marketing executive, Gianluca Parise.

Parise joins the Sailun team following substantial planning and research experience in a variety of roles based in Italy, and a more recent employment as a Market Analyst at Boots the Chemist in Nottingham.

Parise is a graduate in Engineering Management and is currently studying for a distance learning Masters of Business Administration from Saint Joseph's University in Philadelphia.

Martin West, Managing Director, Sailun Tyres (Europe), commented – “As we continue to expand and to grow our European distribution network, we are delighted to welcome Gianluca to the team. We have recently appointed three high-quality, professional Italian distributors for our passenger car, light truck and truck product portfolio and we need to continue to offer very high service and support levels. Gianluca will be able to add a number of skill sets to help us to maintain and improve our customer service levels and to grow the Sailun market share, not just in Italy, but across the whole of Europe.”



Gianluca Parise



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