

HEAVY HITTER

Before Michel Denis entered the picture, Manitou Group was underperforming, but he soon steadied the ship with strong leadership.

MICHEL DENIS

President & CEO @ Manitou Group

Following a successful six-year stint as President and CEO of Manitou Group, Michel Denis was unanimously voted in for another spell in charge in 2017. No one else is more adept at keeping the French heavy equipment manufacturer running like a well-oiled machine.

“Based on the strength and leadership of the

Group, our goal is to remain faithful to our historic motto – ‘Safe international development based on innovation, performance, quality, and customer satisfaction’ – Michel is the right choice to make sure this happens,” Manitou Group’s former Chairman of the Board Marcel Braud (his sister, Jacqueline Himsworth, is the current Chairman of the Board). →

LEADING THE WAY

Manitou Group is a French family-owned heavy machinery manufacturer that has 10 factories and 4,600 employees. It was established after WWII by Mrs Andrée Braud to manufacture construction equipment. In 1958 her son Marcel Braud designed the first forklift truck for use in rough terrain. Today, Manitou offers a wide range of products, including pallet trucks for fixed or rotating telescopic handlers, aerial work platforms, industrial forklifts, truck-mounted forklifts, and backhoe loaders. In addition to creating machinery for its three main brands, Manitou, Gehl and Mustang By Manitou, it strives to improve the working conditions, safety and performance for people across the globe.





Before Michel took charge, the company was being hampered by sub-par performance and employee restlessness, with many venting their concern over the widening gap between management and shareholders. He wasted no time in stepping in to solve these issues.

Answering the call

Two decades before joining Manitou, Michel was plying his trade as a strategy consultant specialising in industrial and commercial development. He was eventually appointed CEO of the Franklin Group, Europe’s leader in truck rentals, and he spearheaded the company for a decade until Manitou Group came calling.

The year Michel became President & CEO, Manitou Group topped the industrial sector rankings in the Gaïa Index (the ESG rating agency of EthiFinance). Each year, the Gaïa Index lists the 70 best-performing French →

NEOLINE PARTNERSHIP

■ Manitou Group recently formalised its partnership with the innovative and eco-responsible company NEOLINE, which specialises in maritime transport via ro-ro cargo ships. By signing this contract, the Group has accelerated its ecological transition by choosing a solution that drastically reduces the environmental impact of its exports to the United States. “By signing this contract, Manitou Group is demonstrating its resolute commitment to the energy transition of its supply chain and thereby gains access to a new generation of maritime transport designed to reduce environmental impact as much as possible while fully meeting its logistics needs,” Jean Zanuttini, President of Neoline Development, said. “Manitou Group, which is a global leader in handling, thus sends a strong signal and demonstrates that the Neoline tool meets a real need for French industrial companies with a resolute commitment to the sustainable development of their business. We are technically and commercially ready to quickly and drastically reduce transatlantic supply chain emissions.”



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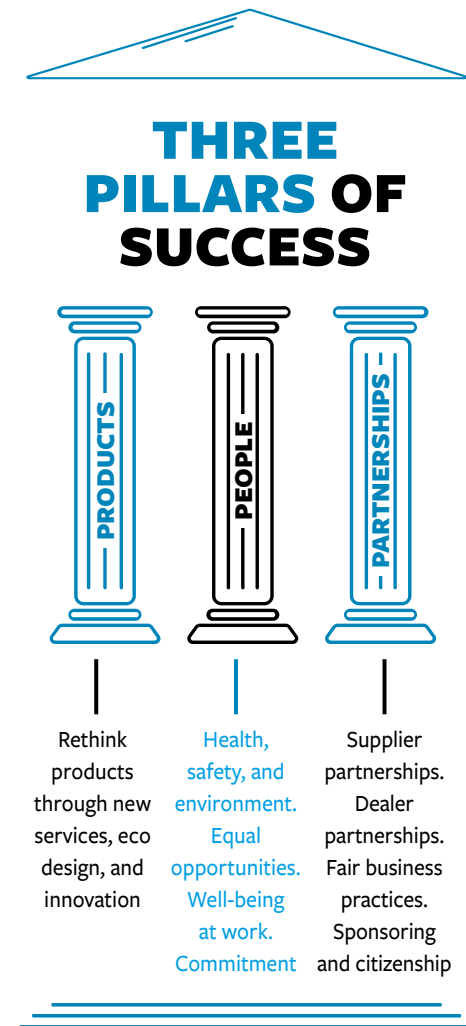




companies on the basis of around 100 corporate social responsibility (CSR) criteria related to governance, social and environmental policies, and customer/supplier relations. Small and medium-sized businesses are assessed based on the transparency and growth of their CSR policies and how they put these policies into practice as well as how they perform.

Recovery

Under Michel's leadership, the company continues to refine its CSR strategy through its "Elevation Plan," which is based on three pillars and 13 objectives that the Group aims to meet by 2022. Taking into account the COVID-19 crisis and its economic consequences, it's perhaps surprising for Manitou Group to prioritise a CSR strategy when so much is at stake, but Michel insists on taking the long-haul approach. →



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“Over the third quarter, the group sustained a level of activity that enabled it to make up for some of the delivery delays caused by the containment period and to reactivate business with our customers. Against this backdrop of recovery, Q3 2020 revenues were 10% lower than in Q3 2019, while H1 2020 revenues were 35% lower than in H1 2019,” he explains. “But I think the market will return to normal in three to four years at least and I’m excited by the prospect of electric and hydrogen vehicles”.

“Both the pandemic and economic situations make forecasts very uncertain,” says Michel. “To face up this volatile environment, we will contin-

ue to demonstrate great agility within our organisations to deal with this crisis. We will bounce back by seizing the opportunities of the recovery and continue to provide optimal solutions to all of our customers around the world with the low-

“ Our long-term ambition is to become the undisputed leader in all markets ”

est total cost of ownership for our customers. The acceleration of our energy transition will also be a springboard for growth over the coming years. As a result, we’ll continue to strengthen our products and services offering thanks to the innovation that has been an integral part of Manitou Group since its inception. Our diversification and presence in several markets allows us to be more resilient in certain sectors compared to an original equipment manufacturer operating in a single market, for example. Our long-term ambition remains unchanged: to become the undisputed leader in all markets while protecting people and the environment.”



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