

**Mitsubishi Electric announces Branch President for Irish market**

**23 May 2023**

**Mitsubishi Electric is growing its support for businesses looking for sustainable, advanced technologies throughout Ireland with the promotion of its General Manager, Ciaran Moody to the position of Branch President for Ireland. The move reflects the company's expanded footprint across the region as a result of the rising demand for its innovative and sustainable solutions.**

Ciaran Moody joined Mitsubishi Electric in 1989 and has served the organisation in a variety of roles. After spending a number of years in the Factory Automation division, he became General Manager for the Irish office, governing the Living Environmental Systems (LES) and Factory Automation (FA) division in 2014. Since then, he has led the Branch through an accelerated growth phase. The team has tripled in size, and the Branch has seen phenomenal growth in its sales, which have increased by more than four times since 2014.

This latest appointment recognises the role that Ciaran has played in driving business growth in the region, helping to boost market shares and sales as a result. Key to the growth has been the demand for products and solutions that fit well with Ireland's Climate Action Plan 2021, committing the country to halving greenhouse gas emissions and reaching net zero by 2050. In effect, as a sustainable solution provider, Mitsubishi Electric has been enabling its customers to improve their efficiency and environmental footprint through innovative technologies.

The appointment of a dedicated Branch President also attests to the

outstanding performance of the branch as a whole, which is continuously enhancing its capabilities and offering. In effect, the Irish Branch is expected to continue on its growth path, again doubling in size over the next five years.

Ciaran Moody comments: "I am extremely happy to become the Branch President of Mitsubishi Electric Ireland, but rather than a personal accomplishment, I see this as recognition of the growth that is the result of the hard work of the entire team.

"Seeing our branch perform so well is a testimony to the quality of our products as well as the commitment and expertise of our team. We have been nurturing a company culture based on transparency and authenticity as well as ethical corporate social responsibility, making our workplace rewarding as well as supporting valuable, long-term relationships with customers. As we continue to follow these principles, we now have the opportunity to grow even further by delivering the latest advances, such as AI-driven technologies, to our customers, driving performance and efficiency. The future is exciting and I look forward to helping more companies drive their competitiveness whilst making a positive difference in our communities."

**Image captions:**



**Image 1 Caption:** Ciaran Moody joined Mitsubishi Electric Ireland in 1989, becoming General Manager in 2014 and Branch President in 2023.

[Source: Mitsubishi Electric Ireland]



**Image 2 Caption:** Mitsubishi Electric Europe B.V. – Irish Branch office in Ballymount, Dublin, Ireland.

[Source: Mitsubishi Electric Ireland]

The image(s) distributed with this press release are for Editorial use only and are subject to copyright. The image(s) may only be used to accompany the press release mentioned here, no other use is permitted.

**Note to Editor:** if you would like the text in another language, please contact Kiki Anderson at DMA Europa – [kiki.anderson@dmaeuropa.com](mailto:kiki.anderson@dmaeuropa.com)

### **About Mitsubishi Electric Corporation**

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.” The company recorded a revenue of 4,476.7 billion yen (U.S.\$ 36.7 billion\*) in the fiscal year ended March 31, 2022.

For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

*\*U.S. dollar amounts are translated from yen at the rate of ¥122=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2022.*

### **About Mitsubishi Electric Factory Automation Business Group**

Offering a vast range of automation and processing technologies, including controllers, drive products, power distribution and control products, electrical discharge machines, electron beam machines, laser processing machines, computerized numerical controllers, and industrial robots, Mitsubishi Electric helps bring higher productivity – and quality – to the factory floor. In addition, its extensive service networks around the globe provide direct communication and comprehensive support to customers. The global slogan “Automating the World” shows the company’s approach to leverage automation for the betterment of society, through the application of advanced technology, sharing know how and supporting customers as a trusted partner.

For more about the story behind “Automating the World” please visit:

[www.MitsubishiElectric.com/fa/about-us/automating-the-world](http://www.MitsubishiElectric.com/fa/about-us/automating-the-world)

### **Factory Automation Ireland**

Mitsubishi Electric Europe B.V. Factory/Industrial Automation- Ireland is located in Dublin, Ireland. It is a part of the European Factory Automation Business Group based in Ratingen, Germany which in turn is part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of Industrial Automation – Irish Branch is to manage sales, service and support across its network of local distributors throughout Ireland

For more information, please visit [ie.mitsubishielectric.com/fa](http://ie.mitsubishielectric.com/fa)

### **About e-F@ctory**

e-F@ctory is Mitsubishi Electric's integrated concept to build reliable and flexible manufacturing systems that enable users to achieve many of their high speed, information driven manufacturing aspirations. Through its partner solution activity, the e-F@ctory Alliance, and its work with open network associations such as the CC-Link Partners Association (CLPA), users can build comprehensive solutions based on a wide ranging "best in class" principle.

In summary, e-F@ctory and the e-F@ctory Alliance enable customers to achieve integrated manufacturing but still retain the ability to choose the most optimal suppliers and solutions.

*\*e-F@ctory, iQ Platform are trademarks of Mitsubishi Electric Corporation in Japan and other countries.*

*\*Other names and brands may be claimed as the property of others.*

*\*All other trademarks are acknowledged*

**Follow us on:**



[youtube.com/user/MitsubishiFAEU](https://www.youtube.com/user/MitsubishiFAEU)



<https://twitter.com/MEIrishBranch>



<https://www.linkedin.com/showcase/mitsubishi-electric-ireland-factory-automation/>



<http://www.linkedin.com/company/mitsubishi-electric-ireland>

**Press contact:**

**Mitsubishi Electric Europe B.V. - Irish Branch**

**Rachel O' Brien**

Marketing Manager

Westgate Business Park

Ballymount Road

Dublin 2.4

Tel: +353 1 419 8856

Fax: +353 14198890

[rachel.obrien@meir.mee.com](mailto:rachel.obrien@meir.mee.com)

[ie3a.mitsubishielectric.com](http://ie3a.mitsubishielectric.com)

**PR Agency:**

**DMA Europa Group**

**Kiki Anderson**

Progress House, Great Western Avenue, Worcester, UK, WR5 1AQ

Tel.: +44 (0)1905 917477

[kiki.anderson@dmaeuropa.com](mailto:kiki.anderson@dmaeuropa.com)

[news.dmaeuropa.com](http://news.dmaeuropa.com)