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New Sales Director at my-PV

Alice Kramolišová leads international sales

Since January, Alice Kramolišová has been leading the international sales team of the Austrian manufacturer my-PV. Her goal is to make my-PV internationally known and to advance the company's innovations worldwide. Thanks to recent changes in legislation, new markets are opening up for my-PV.

Neuzeug, Austria. The international sales of the Austrian specialist for photovoltaic heat, my-PV, have been led by Alice Kramolišová since January. The marketing and sales expert, who holds a degree in these fields, has extensive know-how as an international sales, marketing, and export manager for companies in Austria and Italy. Before joining my-PV, the 48-year-old worked for a fittings manufacturer and a manufacturer of window sills and tabletops and was also active for the Chamber of Commerce in India and the Dubai World Trade Center. Additionally, Kramolišová, who has studied in the Czech Republic, Italy, Great Britain, China, and Sweden, worked as a freelance interpreter for the Czech embassy in Rome for 15 years. Besides her expertise in sales, the native Czech speaker, who is fluent in German, English, French, Italian, Russian, and Spanish, brings advanced language skills in Arabic, Chinese, Portuguese, and Turkish.

Sustainable products, family atmosphere

At my-PV, Kramolišová values the sustainable products, the familial atmosphere, and the company philosophy. "Here, people and their ideas are listened to. That is what defines the company's innovation and creativity," explains the new international sales head. With teamwork, she aims to make my-PV internationally known in the coming years and to advance the company's innovations and environmentally friendly ideas worldwide.

Growing desire for self-sufficiency

As the products allow the conversion of excess solar electricity into hot water and space heating, the sales channels for my-PV are growing with the worldwide increasing thought of autonomy. CEO Dr. Gerhard Rimpler explains: "The feed-in of photovoltaics is becoming increasingly unprofitable with the new legislation in Belgium and the Netherlands, and self-consumption is rising. In the south of Australia, customers already pay for the feed-in, which also favors self-use. In Upper Austria, there is even a feed-in ban for new photovoltaic installations, and other

countries will follow. With Alice Kramolišová, we have found an excellent international sales director to be even better positioned in the new markets." Markus Gundendorfer remains Sales Director for the DACH region, unaffected by this change.

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About my-PV

Founded in 2011, my-PV GmbH, based in Neuzeug, has evolved into an important manufacturer of hot water heating with photovoltaics. Since 2018, the company has expanded its focus to include solar-electric solutions in the heating and space heating sector. In August 2021, my-PV moved to the unique solar-electric company building located at Betriebsstrasse 12 in 4523 Neuzeug, Upper Austria. At this facility, my-PV not only develops but also produces devices that connect photovoltaic systems with the heating sector. Currently, my-PV has a team of 60 employees.

Images:



Language talent: The international sales manager of my-PV speaks eleven languages.

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Press contact:

my-PV GmbH

Tobias Fuchslechner

T: +43 7259 393 28

tobias.fuchslechner@my-pv.com

Krampitz Communications

T: +49 (0)221 912 49949

contact@pr-krampitz.de

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