



Greenworks Tools™ is the exclusive brand of Globe Tools Group. Globe Tools is a Chinese producer of high-end garden tools, air compressors, pressure washers and generators with a turnover of 350 M US\$. All their manufacturing is located in Zhonglou in Changzhou, China. Global Marketing is Headquartered in North Carolina in the US with Sales/Marketing offices in Canada, Germany and Shanghai. European headquarter with sales, marketing and after-sales is based in Köln in Germany.

#### **The vision**

Globe's vision is to become a 1 BUS\$ company by 2020 with operations on all continents in the world. In Europe the plan is to have a revenue of 200 M US\$ by 2020.

#### **STIHL Group**

STIHL Group has acquired a minority stake of Globe Tools. This long term partnership will utilize synergistic effects in the development and production of corded and cordless outdoor power tools for both companies.

#### **The market**

The main competitors to Globe are Ryobi (TTI), Bosch and Gardena (Husqvarna). At the same time all three are important OEM customers with a major part of TTI's Ryobi lawn and garden line being produced by Globe.

#### **Organization**

Total number of employees is 4000+. Global Marketing is headed by Dennis Jacobson who is President and Chief Operating Officer for Globe Tools and located in North Carolina. The President of North America is located in North Carolina, while the President of Europe based in Germany is Torsten Bollweg. Regional Directors in BeNeLux, UK, Russia & CIS and Germany are in place and Manager Product & Marketing for Europe is located in the Köln office.

#### **Supplier of International Executive Search – OIL Group**

*"Greenworks has successfully hired the European President and Regional Directors in BeNeLux, UK and Russia & CIS through OIL. We are impressed by the progress of the candidate presented by OIL and the contribution this new hires have been delivering to our company.*

*We were very satisfied with the search process managed by the OIL team. They gave us a full picture of the key market players, provided a good choice of the candidates and helped find finalists with remarkable combination of professional and personal competences.*

*We are grateful to OIL for an excellent job and recommend them with pleasure as a reliable Executive Search C-level provider".*

Dennis Jacobson  
President & COO