

Appointment highlights Topwerk Group's dedication to the Latin American market

# Francisco Gonçalves is the new Managing Director for Topwerk Latam

**Topwerk Group introduced from its headquarters in Bogotá, Colombia, the appointment of José Francisco Gonçalves as the new Managing Director and Chief Representative of Topwerk Latam, effective October 1, 2024. With over 40 years of extensive experience in the cement and concrete market, Gonçalves brings a wealth of knowledge and a proven track record in business development, sales strategy, and operational leadership.**

Gonçalves's career encompasses a range of leadership roles, including positions as President/CEO and Managing Director in the material handling industry in Sao Paulo, Brazil, where he led operations with substantial revenue and managed a large workforce. His expertise also extends to strategic positions in the cement and industrial solutions sectors, contributing to the success of international companies.

In his new role, Gonçalves will be responsible for developing the market region, enhancing business opportunities for Topwerk Group in Colombia, Brazil, Argentina, Chile, Mexico and Peru. His strategic focus will involve generating new leads, managing projects, and driving sales across all product houses.

Gonçalves expressed his enthusiasm of his appointment: "I am very proud after many years of professional life to be part of an important and strong group with relevant product houses and have the opportunity to join forces to expand the market and business in Latam."

Gonçalves' appointment highlights Topwerk Group's dedication to the Latin American market, reinforcing its commitment to delivering innovative machinery and exceptional service. With strategic investments in associations and a growing team of sales experts, Topwerk Group is poised to continue its growth and success in the region. ■



Francisco Gonçalves

## FURTHER INFORMATION

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