­NEWS RELEASE

February 16, 2017

**Manitowoc Cranes announces new sales director for Brazil**

* *As a specialist in strategic planning and management, Rene Porto will seek to improve speed and support in Brazil.*
* *With 18 years of experience, Porto brings a wealth of knowledge to the Brazilian lifting market.*

Manitowoc Cranes Brazil is proud to announce a new director for its sales team in Brazil. Rene Porto is now sales director, a role he began in January of 2017. Porto has been charged with accelerating interactivity with clients, increasing the company’s speed of operations in the country.

Porto said he will achieve these goals by adhering to *The Manitowoc Way*, which seeks to put the customer at the center of the company’s operations, while increasing velocity and innovation across the business. With his leadership, Manitowoc will help customers improve their own efficiency and earn a greater return on investment from their cranes.

“The crane market in Brazil is constantly evolving, which demands that Manitowoc be agile in its operations,” Porto explained. “By putting the customer as the center of our focus, we can help them improve their own operations and become more profitable.”

Porto’s appointment to sales director comes at a challenging time for the Brazilian market, which has seen stagnation in recent years. Porto said the business environment presents an opportunity for Manitowoc to improve its aftermarket services and help its customers increase efficiency.

With 18 years of extensive sales and marketing experience, Porto comes to the new role as an expert in strategic planning, business development and sales and marketing management. Throughout his career, he has worked for several large financial and construction companies and is eager to bring this knowledge to Brazil’s lifting market. Porto previously worked at Manitowoc between 2007 and 2010 as a sales administration and marketing manager for South America.

Porto holds an MBA degree from Fundação Dom Cabral and a post-graduate degree in marketing from Escola Superior de Propaganda e Marketing (ESPM). His office is located at Manitowoc’s Brazilian office in Barueri, São Paulo.

-END-

CONTACT

**Leandro Moura** **Mariana Santos**

Manitowoc SE10

T +55 11 3103 0270 T +1 312 548 8444

[leandro.moura@manitowoc.com](mailto:leandro.moura@manitowoc.com) [mariana.santos@se10.com](mailto:mariana.santos@se10.com)

ABOUT THE MANITOWOC COMPANY, INC.   
Founded in 1902, The Manitowoc Company, Inc. is a leading global manufacturer of cranes and lift solutions with manufacturing, distribution, and service facilities in 20 countries. Manitowoc is recognized as one of the premier innovators and providers of crawler cranes, tower cranes, and mobile cranes for the heavy construction industry, which are complemented by a slate of industry-leading aftermarket product support services. In 2016, Manitowoc’s revenues totaled $1.6 billion, with over half of these revenues generated outside the United States.

MANITOWOC CRANES

2401 South 30th Street - PO Box 70 - Manitowoc, WI 54221-0070

T +1 920 684 6621

[**www.manitowoc.com**](http://www.manitowoccranes.com/)**­**