

IAN STEEL APPOINTED AS FFE'S NEW SALES AND MARKETING DIRECTOR

Fire Fighting Enterprises Ltd, one of the world's largest manufacturers of infrared optical beam smoke detectors, has appointed Ian Steel as its new Sales and Marketing Director. Ian, who has been with the company since 2005, was promoted from his original role as Sales and Marketing Manager. He has been tasked with implementing the worldwide introduction of the Fireray 5000, the company's newest fire detection product.



With over fifteen years' experience in international sales, Ian has developed a vast knowledge of both the UK and overseas markets. Prior to joining Fire Fighting Enterprises he worked in a number of Sales Manager roles, most notably as International Sales Manager for Molecular Products Limited, where he held responsibility for sales of oxygen generating equipment for submarines and underground mining applications in the Far East region.

A chemistry graduate, Ian is married with two young children and is currently studying for an MBA with the Open University.

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