

## **AMDEA MEDIA RELEASE**

2 December 2019

### **AMDEA APPOINTS NEW CHIEF EXECUTIVE**

#### **Release: IMMEDIATE**

On Monday, 2<sup>nd</sup> December 2019, Paul Hide takes up the position of Chief Executive of the Association of Manufacturers of Domestic Appliances (AMDEA).

He joins from techUK, the UK's leading technology trade body, where he was Director of Marketing & Membership and led the consumer electronics work streams.

This is an important time for AMDEA, which provides the voice of the UK appliance industry, representing over sixty leading brands of large and small appliances, working alongside government, regulators, standards bodies, business and consumer advocates.

AMDEA Chair Teresa Arbuckle said: "The AMDEA Board and I welcome Paul to AMDEA after an extensive CEO search. Paul has great experience and a skill set which will be vital in advancing AMDEA's aims and building on its current reputation.

"AMDEA launched the successful Register My Appliance (RMA) initiative 5 years ago, and won the BSI's Industry Leadership Award the following year. Despite the current backdrop of significant political and regulatory change, Paul will continue to work on programmes that demonstrate our industry's commitment to consumer safety and improve trust in the appliance industry. Paul will lead AMDEA into a new era of growth as topics of sustainability and the circular economy become even more important to all of us."

Paul has spent over 20 years working for consumer electronics brands; including as UK MD of & VP of European Operations at Sharp Electronics, and in senior sales and marketing roles at Sony UK. He spoke of looking forward to his new role:

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“2020 marks the 30<sup>th</sup> anniversary of my career within the consumer electronics industry. Not a year has passed without significant change and continual technology innovation. It has been an exciting ride. I am thrilled to be joining AMDEA to lead the support of this amazing industry.

“We’ve many challenges ahead. More than ever, a strong and effective trade association can be hugely valuable for members. Our objective is to rise to that challenge, ensuring that AMDEA are relevant, credible and influential; delivering a strong value proposition that members can leverage to improve their overall business performance.”

Paul is also a Trustee of the Electrical Safety Board, a Non-Executive Director of Certsure, an Elected Governor of Kingston Hospital Foundation Trust and a British Cycling Road Racing Commissaire.

Paul assumes the CEO mantle following the retirement earlier this year of Douglas Herbison, who held the post for 13 years.

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**NOTES TO EDITOR:**

1 - [AMDEA](#) is the UK trade association for manufacturers of large and small domestic appliances; representing over 85% of the domestic appliance industry and nearly 90% of white goods brands. Members’ products include most of the UK’s top selling brands of major white goods, other large and small kitchen appliances, heating, water heating, floor care, waste disposal and ventilation equipment.

2 - Attached a high resolution image of Paul Hide.