

New Country Manager for HOBART Iberica

Offenburg, 9 March 2026 - HOBART announces the appointment of David Diaz as Country Manager for HOBART Iberica, effective January 1, 2026.

David holds a degree in Business Administration from the University of Castilla-La Mancha and brings extensive experience in the foodservice industry. Throughout several positions in international and local companies, he has built strong expertise in sales, marketing, and business development, as well as leadership experience in the sector.

Since joining HOBART in January 2024 as Area Sales Manager for Central and North-West Spain, David has played a key role in transforming the local infrastructure and positioning the business for accelerated growth.

In his new role, he will be responsible for leading and developing the Iberian business and driving continued market expansion.

Photo



Caption: David Diaz is the new country manager for HOBART Iberica

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About HOBART:

For decades, HOBART has been one of the world's leading manufacturers of commercial warewashing equipment. We are also one of the best-known providers of solutions in the fields of cooking, food preparation and food waste technology. For over 125 years we have been developing and distributing high-quality appliances and systems at our production site in Offenburg that are in use worldwide. Our customers include hotels, restaurants and caterers, commercial kitchens, bakeries and butchers, supermarkets, industrial companies, airlines and cruise ships. Since 1999, we have been part of the US-based Illinois Tool Works (ITW) Group that manufactures and distributes a wide range of innovative products through its 44,000 employees in independently operating companies worldwide.