Nilar appoints sales-driven CEO

After an extensive recruitment process, leading energy storage provider Nilar has appointed Marcus Wigren as the new company CEO. Wigren – previously Marketing Director at Nilar – was chosen as the ideal candidate to strengthen the company's position in the expanding energy storage market. Wigren assumed his new role on March 1, 2016.

Nilar has decided to promote an internal recruitment to the position of CEO. Former Marketing Director Marcus Wigren displayed the necessary leadership characteristics to take Nilar forward, growing the business in accordance with the wishes of the board.

"In the past, we have recruited external candidates," says Lars Fredriksson, Chairman of the Board at Nilar. "However, when looking to appoint a new CEO we felt the best candidate was already onboard. Marcus has shown clear leadership skills since he joined us in 2007, and he has progressed year on year. With his experience in sales, marketing and technological, he has managed to acquire a solid understanding of what the industry needs and how to best provide it. I'm confident that he will do an excellent job of leading the company to bigger and better things". The decision to promote from within the ranks has its benefits, according to the new CEO.

"I have worked at Nilar for quite some time and have been part of the management since its early conception, so I don't need training or an introduction programme to get started in the new role. There is a great deal of technological know-how within the company, and my job will be to assess the bigger picture to help determine how this can be leveraged to improve our position. We are operating in an industry that is expanding; the total energy storage market accounts for an annual turnover of 60-70 billion USD, and the prognosis shows that this number will double to 120 billion USD by 2025. Naturally, we want Nilar to be well positioned for this journey, especially since there is such great potential for our green energy storage solutions", Wigren says.

Nilar's Nickel Metal Hydride batteries bring a greener, safer and more reliable form of energy storage to a range of applications at a lower cost of ownership compared to existing battery solutions. As the world is rapidly changing, so is the need for efficient energy.

"We are continuously developing our technology and chemistry, this is vital given the rising interest we are seeing within the energy sector at the moment. I am very passionate about technology and try to visit our R&D facility at least once a week. This is the foundation stone of Nilar. It is important to follow the progress we are making meet and discuss plans with our experts. This is also where we meet with potential customers. Once they have had a tour of the unit they really get a sense of what this company and our products are about. It is difficult for anybody to leave the facility without feeling positive about the future of batteries. In fact, we have had global corporations asking for volume orders that exceed our current capacity. Although we need to expand to meet such large orders, it feels positive to know that major companies trust us and have such high expectations. Thanks to this trust I believe, it is time to fully capitalise on the expectations of such companies", Wigren concludes.

About Nilar

Nilar brings you the next generation in modular power technology with the bi-polar NiMH energy storage. The unique construction of the battery delivers incredible power and reliability from a lighter, smaller and greener unit. Furthermore, the modular design allows batteries to be coupled in parallel and series to deliver the power and capacity required to meet virtually any need. Put simply, Nilar batteries deliver more from less.

Since it was founded in 2000 by two of the leading experts from the battery branch, Nilar has always sought to challenge the norms of the battery industry. From its two R&D departments in the USA and Sweden, the company has revolutionized the way industrial batteries are constructed – developing a unique energy storage system that can be easily scaled to fit different applications. Today, the batteries are produced at the company's state-of-the-art factory in Sweden.