
Panasonic names three to sales spots

By **Rick Lundstrom** on March, 26 2019 | People



[Panasonic Avionics Corporation](#) today announced the appointments of senior executives to three sales positions.

Malcolm McKay has been named Vice President of Sales. McKay will be responsible for accelerating and driving top-line annual growth for Panasonic Avionics and will develop and plan the company's worldwide sales processes and methodologies. He will oversee sales leaders over each product line including Digital Solutions, Software as a Service (SaaS), Panasonic Technical Services and Connectivity, Sales Operations and Enablement.

McKay was previously Sales and Marketing Director, Europe for Panasonic, a position he had held since 2005.

Tom Eskola has been named Regional Vice President and General Manager for the Middle East, Central and Southern Asia and Africa (MECSAA), and Hernan Abbes has been named to the Regional Vice President and General Manager for the Americas and Oceania region.

Eskola and Abbes will play leading roles in accelerating and driving top-line annual growth, customer success and overall market share for the region in alignment with the overall business strategies. They will also be responsible for the regional profit and loss, managing all aspects of sales and marketing, customer service, field engineering, general management and corporate compliance in their regions.

Eskola was previously Head of Panasonic's Customer Performance Center and joined the company in 2011. Hernan was previously Senior Director for Americas & Oceania Regions and joined the company in 2011.