

**Uponor North America Names Anna Picchetti as VP, Marketing & Strategy**

APPLE VALLEY, Minn., May 9, 2023 — Uponor North America ([Uponor](http://www.uponor.com)) announced **Anna Picchetti** as the new Vice President of Marketing & Strategy, effective May 8, 2023. In her role, Anna will oversee Channel Marketing, Portfolio, Analytics, Sustainability, Segment, Engagement, Brand, and Communications. She will report to Uponor North America President **Andres Caballero** and be a key member of the company’s Senior Management Committee.

Anna joins Uponor with 20 years of experience in Marketing and Operations across industrial, technology, and medical device industries. She brings a wealth of experience developing forward-thinking strategies with a strong track record of execution at industry-leading brands such as Tennant, SPS Commerce, and Honeywell. She has worked at the forefront of innovations like autonomous vehicles and renewable energy, managed high-growth SaaS products and positioning, and transformed customer experiences.

“To help us move our business and aggressive growth goals forward, it was important we found a senior leader who can lead market disruption and drive innovation and segment growth initiatives all while guiding channel development, portfolio management, and go-to-market strategies,” says Caballero. “I’m confident Anna’s approachable leadership style will be a good cultural fit, as she has a proven track record of engaging teams by intentionally listening, learning, and setting clear expectations and outcomes.”

Anna earned a Master of Business Administration degree from the Carlson School of Management at the University of Minnesota. She is a member of the Women United Committee for the Greater Twin Cities United Way chapter and is also a member of Chief, a network for women in the C-Suite as well as senior executives and vice presidents. In addition, she is a USA Hockey-certified coach with a local youth hockey program.

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**About Uponor North America**

Apple Valley, Minn.-based Uponor North America strives to be the partner plumbing and HVAC professionals rely on for smart water and energy solutions. The company is helping to move the construction industry forward through innovation, education and advocacy focusing on the defining issues of our time: water, energy, and labor. An award-winning manufacturer of PEX piping and marketer/distributor of Uponor PP-RCT in North America, the company offers plumbing, fire safety, radiant heating/cooling, hydronic piping, and pre-insulated piping system solutions for new construction, retrofits, and remodels in the residential and commercial markets. Recognized for best-in-class manufacturing, sustainability, economic development, and as a top workplace, the Uponor group of companies employs about 4,400 professionals in 26 countries in Europe and North America. In 2022, Uponor’s global net sales totaled approximately €1.4 billion ($1.5 billion as of 12/31/22 exchange rate). Uponor Corporation is based in Finland and listed on Nasdaq Helsinki.

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