

Dan Arler

Head of Electrolux Major Appliances EMEA

Dan Arler is Head of Electrolux Major Appliances Europe, Middle East and Africa, a business area with more than 20,000 people employed and annual revenues of EUR 4 billion (SEK 37 billion).

Making and marketing appliances under three core brands – Electrolux, AEG and Zanussi – Electrolux Major Appliances EMEA has a strong position in most European markets. The main manufacturing sites within the business area are in Italy, Poland, Hungary, Germany and Egypt.

Dan Arler took up his current position in 2016, prior to which he was Senior Vice President of the Kitchen product line with the business area.

He has been with Electrolux since 2002, with previous responsibilities including heading the Laundry product line in Asia-Pacific, General Manager of Electrolux Japan and head of the Electrolux brand's business activities in EMEA.



Before joining Electrolux he held various management positions within Stanley Works and at Whirlpool in Europe.

A Dutch native born in 1969, Dan Arler has a BSc from Aston University with a major in marketing.