



Fayat Environmental Solutions America Hires James Crockett as National Dealer Development and Sales Manager

Charlotte, NC – February 5 2024 – Fayat Environmental Solutions America has hired James Crockett as **Dealer Development and Sales Manager** overseeing the Ravo and Scarab Sweeper product portfolio in the American market.



Crockett brings with him nearly twenty years of experience with roles of increasing responsibilities ranging from Engineering and New Product Development to Marketing and Product Management. His experience is predominantly with mobile equipment – sold through dealer networks – but also has experience with the sale of commercial electronics through distribution and system integrator channels. Crockett holds a B.S. in Mechanical Engineering and an M.B.A. from Northern Illinois University.

In his role prior to joining Fayat Environmental Solutions America’s, Crockett was responsible for the growth in portfolio revenues; increasing them by 44% to \$189M in less than two years resulting from new product introductions, targeted marketing campaigns, optimizing product logistics and sales-specific training initiatives.

Mike Nelson, General Manager of Fayat Environmental Solutions America:
“We’re very excited to have James join our team. His depth of experience, knowledge of dealerships, and the understanding of our unique market dynamics will complement our growing team.”



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James Crockett: *“The Ravo model lineup that includes the R1, R2, R5 and R5e paired with the Scarab dual and single engine truck mounted products are undoubtedly among the finest sweeping machines in the world.*

“This, along with some newer technologies coming, the growth of the Ravo US-based support organization and the enthusiasm and excitement of the Ravo team are what really grabbed my attention and brought me back to the industry”.

“Over the years, my passion for street sweepers has never subdued. When I stepped away from the street sweeping industry, I never forgot the importance of advocating for clean streets and municipal storm water – while at the same time I enjoyed collaborating with dealerships to put forth the best product and support for municipalities and their constituents.”

“I am excited to be back in the sweeper industry and I look forward to building and earning the trust of the Ravo and Scarab dealer network as we both move forward to achieve a higher standard of success.”

For more information about James Crockett, please contact j.crockett@ravo.fayat.com or 803-337-1319 or [LinkedIn](#)

Fayat Environmental Solutions America distributes DULEVO, RAVO and SCARAB branded mechanical and vacuum sweepers through specialized dealers in the USA and is part of the Fayat Road Equipment Division of the Fayat Group, the largest independent construction group in France and worldwide leader in road equipment. The Fayat Group is comprised of 234 companies operating in 170 countries and employs over 23,000 employees worldwide.

For more information go to www.fayat.com.