



Q&A with Jim Murray, Newly Appointed Country Manager of Rittal Ireland

Jim Murray has recently been appointed Country Manager for Rittal Ireland.

In this interview, he reflects on his journey so far, what's next for the business, and why Ireland remains such an exciting market for growth and innovation.

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Q: Can you tell us a bit about your background?

I've always shown loyalty to the companies I work for, which probably explains why I've only worked for two!

I spent 18 years with one of Ireland's leading distributors of low-voltage electrical products, working my way up from the warehouse floor through to internal sales management. It gave me an end-to-end view of the distribution chain and a deep respect for how complex and finely balanced it all is, especially in Ireland where the market is small and incredibly nuanced. The channels and route to market here can be very complex and challenging.

I joined Rittal as an Area Sales Manager more than seven years ago. It was a natural fit; I already knew the products, and the then-Managing Director, who I'd worked with closely as a supplier, brought me in.

I progressed quickly through roles including Key Account Manager, IT Channel Manager and Sales Director before taking on this new role as Country Manager as well as being the Irish lead for IT and IE for the Central Europe cluster. This allows me to zoom out and take a more global look at trends and markets rather than just a local level view.

Q: What motivated you to take on the role?

I love the responsibility and the challenge that comes with leadership. But it's also about the team. The people here are phenomenal. Over the past seven years, we've built something very strong; a team with purpose, direction, and integrity. It's a privilege to lead them.

Q: What are your key priorities over the next 12 to 24 months?

We've got a few immediate goals. First is continuing to strengthen our relationships with customers and partners.

We're very deliberate in how we support our customers and how we deliver value. We want to build on that, offering more tailored solutions and turnkey support packages, particularly for complex infrastructure projects. And this can only be achieved with partner collaboration.

Second, we're continuing to invest in our capability and expertise. That's in areas such as product innovation and supporting our team with training and tools.

Our focus is on solving problems for our customers and making their lives easier.

Q: What's your personal focus in the role & what are you most looking forward to tackling?

For me, it's about reinforcing the value we bring to every stakeholder from contractors to facility managers and owners of hyperscale data centres.

I want the market to understand that Rittal isn't just about enclosures. We're experts in power distribution, cooling, customisation, and smart infrastructure. Our deep technical knowledge means we provide bespoke solutions, not just hardware, and that's where much of our value lies.

We've also got a key competitive edge with our modification centre based here in Ireland. It means we can offer built-in accessories and minimal packaging, and we can do it quickly. That helps customers meet sustainability targets and maintain their operational efficiency.

My focus now is to amplify these messages.

Q: What are some of the biggest challenges and opportunities you see in the market right now?

One of the big challenges is economic and geopolitical uncertainty.

Ireland is heavily reliant on foreign direct investment, particularly from the US. Pharmaceuticals, data centres, and tech giants see us as a gateway into Europe. That can make us vulnerable when global markets wobble.

But challenges bring opportunity and Ireland is still a hotbed for innovation. We have deep expertise and understanding of data centre infrastructure. Plus, Irish engineers are leading hyperscale projects from Frankfurt to the Middle East. This knowledge pool gives us a real advantage.

There's also the Irish government's 2030 renewable energy target for 70% of grid power to come from renewables. This opens doors for us in battery storage as well as wind, and solar. If you consider AI's rising energy demands and the need for better power and cooling solutions, then you've got a market crying out for what we do best.

Q: How is Rittal positioned to support customers through those changes?

We've always focused on being more than a vendor; we're a trusted technical advisor.

During Covid we didn't miss a single day of deployment. Our supply chain held firm and that's down to the strength of our teams.

As part of a global business with manufacturing sites worldwide, we also offer customers consistency across international markets.

I would add that our power distribution units (PDUs) are best-in-class and we're leading the market around sustainability in data centre cooling with inline, hybrid, and liquid solutions that can reduce energy usage by up to 60%.

In an uncertain market, Rittal will always be the assurance.

Q: What would you like customers to know about Rittal right now?

That we're evolving fast and we're doing it with their needs in mind. Whether it's supporting them on the journey to net zero or offering smarter power and cooling solutions, we're investing and we're ready.

Our job is to stay ahead of the curve and support our customers at every point. I'm excited for what's next.

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