



Ilir Haskuka

Strategy Director
UL

Since 2002, Ilir Haskuka, current Strategy Director in Frankfurt, Germany, has been instrumental in building an international team of engineers at UL offices across Europe. As a Conformity Assessment Manager in Denmark, Ilir played a key role in helping UL break down geographical barriers within the region and build a cross-functional operation where engineers from multiple countries are able to come together to successfully meet customer needs, helping build a loyal customer base in the process.

Driven to excel, Ilir led local customer experience improvement initiatives, such as the Net Promoter Score, as a Branch Manager in the Netherlands. And throughout his eight years as Engineering Director, he led business development and operation management functions for UL's European and Latin American offices, developing processes to boost productivity, implementing change management initiatives, and developing regional strategies designed to ensure productivity, outstanding service, quality excellence, and growth.

Ilir's expertise in the European and Latin American markets is helping UL understand what customers need and want from UL so we can continue to grow and provide customers with relevant products and services, helping them bring their products to a global market.

Prior to joining UL in 2002, Ilir spent 12 years gaining the skills and knowledge that launched his successful career at UL by working as an engineer for Lektron, Ltd., BSI, and Nemko.