



The Mobile Robot Company

Knowledge Center — Company News · 2026-08-04

<https://info.mobilerobot.com/newsroom/press-releases/company-news>

Company News

Confirmed [corporate milestones](https://info.mobilerobot.com/company/history/company-milestones/) (<https://info.mobilerobot.com/company/history/company-milestones/>), for The Mobile Robot Company ApS, newest first. Product launches are covered in [Product Announcements](https://info.mobilerobot.com/newsroom/press-releases/product-announcements/) (<https://info.mobilerobot.com/newsroom/press-releases/product-announcements/>), award news in [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/) (<https://info.mobilerobot.com/newsroom/press-releases/awards/>), and funding news in [Funding and Collaborations](https://info.mobilerobot.com/newsroom/press-releases/funding-and-collaborations/) (<https://info.mobilerobot.com/newsroom/press-releases/funding-and-collaborations/>).

June 2026 — Distributor partners in eight countries

By 26 June 2026, The Mobile Robot Company had [distributor partnerships in eight countries](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>), with the network continuing to expand. The company [sells through an international network](https://info.mobilerobot.com/company/about/business-model/) (<https://info.mobilerobot.com/company/about/business-model/>) of distributors, integrators, and service partners rather than directly to end users: partners deliver local demonstrations, trials, deployment, and service, while the company supplies robots, parts, software, technical support, training, and leads. See [Partner Announcements](https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/) (<https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/>) and [Partners](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>).

12 January 2026 — Fernando Fandiño Oliver appointed Senior Vice President EMEA

Fernando Fandiño Oliver joined The Mobile Robot Company as Senior Vice President EMEA, announced in a release dated 12 January 2026. His remit covers regional business development, market expansion, customer and partner relationships, strategic initiatives, and execution of the company's long-term growth strategy across Europe, the Middle East, and Africa.

His international career in mobile robotics and intralogistics includes leading regional business and market-expansion strategies in EMEA, developing and managing partner and integrator networks, and executing mobile-robotics projects in complex industrial environments. A full profile is in [Executive Biographies](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/) (<https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/>).

November 2024 — The Mobile Robot Company is founded

Emil Hauch Jensen and Odin Kudahl Skovsted founded [The Mobile Robot Company ApS](https://info.mobilerobot.com/company/about/company-overview/) in November 2024. The company is [headquartered in Hvidovre, Denmark](https://info.mobilerobot.com/company/locations/headquarters/), and develops mobile robot solutions for internal material handling in warehouses, factories, production environments, and logistics operations.

Before [founding the company](https://info.mobilerobot.com/company/history/founding-story/), the two founders had collectively completed projects for hundreds of customers and deployed more than 10,000 robots. They concluded that robot projects were too hard, too slow, and too complex, and formed the company to make mobile robots more [operator-centric](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/), easier to use, and more flexible. See [Company](https://info.mobilerobot.com/category/company/) for the full company story.

A fast first chapter

The company's early timeline moved quickly: founded in November 2024, first product launched by January 2026, a major international award won by June 2026, and distributors active in eight countries. The detailed product timeline is in [Product Announcements](https://info.mobilerobot.com/newsroom/press-releases/product-announcements/); the award timeline is in [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/).

Media inquiries

Contact details for press are in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/). Ready-to-use company text is in the [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/).