



WILEY X EMEA NAMES NEW SALES DIRECTOR & VICE PRESIDENT

Wiley X EMEA revealed that Jakob Kristensen is appointed as Sales Director & Vice President of Wiley X EMEA located in Vemb, Denmark. Jakob has previously worked at Siemens Gamesa as Global Training Manager. His Curriculum Vitae also includes an MBA in strategic management and a strong background in the Danish Defense including Special Forces.

CEO Jan Mikkelsen said, "We are going full steam ahead in the development of all our brands in the entire EMEA-region. This also shows in our two-digit growth the past years. We are proud to have signed Jakob Kristensen as our new Sales Director and Vice President to come along on this journey. I'm looking forward to having him lead and guide our amazing sales teams."

In addition to the responsibility of the five sales departments of Wiley X EMEA, Sales Director and Vice President Jakob Kristensen takes an important role in the strategic brand and development of the company.

Jakob Kristensen said, "I'm excited to be a part of Wiley X EMEA. With a background in the Danish military, I know Wiley X is highly recognized for safety, quality and great looks. My focus is to make sure we deliver this message to all our potential clients and continue the exceptional growth."

2020 will mark a change in Wiley X EMEA. With the release of the new lens technology, CAPTIVATE™ Wiley X provides a patented colour-enhancing polarized lens without compromising the company's core focus: Safety! By not restricting lens performance to a specific activity, Wiley X's CAPTIVATE lens technology provides all users maximum protection and optical performance across all of their favorite activities, regardless of light and weather conditions.

Additional recruitments in the first quarter

In addition to the new VP and Sales Director, Wiley X EMEA have four new sales positions on the company open for hiring. The positions are for the industrial department, the tactical department, E-commerce and the internal support and supply department. These positions are expected to be filled in the first quarter of 2020.

Wiley X specializes in sunglasses as protective eyewear and is one of the leading brands in the segments industrial, military, law enforcement, fishing, airsoft, motorcycle and hunting.





Contact for additional information:

CEO, Jan Mikkelsen • E-mail: jm@wileyx.eu • Phone: +45 96 93 03 42

Sales Director & VP, Jakob Kristensen • E-mail: jk@wileyx.eu • Phone: +45 73 70 97 84

About Wiley X:

Since its establishment in 1987 Wiley X has been a global leader in the protective eyewear market supplying military forces and law enforcement personnel with top of the line ballistic eyewear. Realizing the need to protect your eyes also during leisure and sports, Wiley X is the only premium eyewear brand who tests its entire sunglass collection to both ANSI Z87.1 & EN.166 safety and optical standards.

Picture:

