

Sennheiser appoints Andreas Bach Vice-President Sales EMEA

Wedemark, July 2008 – Andreas Bach has been Sennheiser’s Vice-President Sales for Europe, Middle East and Africa from 1 May 2008. In this newly created position, he is focusing on further increasing growth and fostering customer service in a region that encompasses several of Sennheiser’s core markets. In addition, Andreas Bach continues to act as General Manager of Marketing and Sales for Sennheiser Communications A/S, but will concentrate on strategic issues at the headset specialist.



In his new position, Andreas Bach will be responsible for all sales subsidiaries and partners in the region. He directly reports to Paul Whiting, President of Global Sales: “In a challenging global environment we need to continually develop our international business approach,” said Whiting. “By continuously adapting and fostering our managerial resources and structures we are able to support strong growth in the future. I am very pleased that

Andreas has accepted this challenge and supports Sennheiser in tackling the rapidly widening and challenging global business environment.”

Before joining the Sennheiser Group in 2003 as General Manager of Marketing and Sales at Sennheiser Communications A/S, Andreas Bach has held various management positions in sales, marketing and product management in the consumer electronics and telecommunication industry.

The Sennheiser Group, with its headquarters in Wedemark near Hanover, Germany, is one of the world’s leading manufacturers of microphones, headphones and wireless transmission systems. The family-owned company, which was established in 1945, recorded sales of over € 395 million in 2007, 83% of which were generated abroad. Sennheiser employs almost 2,000 people worldwide, around 55% of whom are in Germany. Sennheiser has manufacturing plants in Germany, Ireland and the USA and is represented worldwide by subsidiaries in France, Great Britain, Belgium, the Netherlands, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA, as well as by long-term trading partners

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in many other countries. Also part of the Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones), K+H Vertriebs- und Entwicklungsgesellschaft mbH (Klein + Hummel studio monitors, installed sound) and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

You can find all the latest information on Sennheiser by visiting our website at www.sennheiser.com or by contacting:

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Press Release