

Presseinformation

Fresh management expertise at Sympatex Technology

Sympatex Technology has expanded its management team. Its two newest members, Robert Kröger und Daniele Grasso, are both experts in their fields and will continue pushing the Sympatex Technology brand forward.

On 1 August 2007, Robert Kröger (39) took over as Head of Marketing at Sympatex Technology, the Munich-based functional clothing systems specialists. He replaced Verena Schwingeler, who left the company on 31 July 2007 at her own request. Before joining the company, Kröger spent six years in charge of national marketing at O₂, where he was responsible for positioning and marketing the mobile phone brands O₂ Genion and O₂ Loop. At Sympatex Technology he has taken over responsibility for Marketing, Communications, PR, Sponsoring and Promotion and will further consolidate Sympatex Technology's repositioning in the activewear segment. Kröger is a specialist in this area, as his many years of experience managing successful brands clearly shows, and he will be responsible for expanding the marketing department further. "Its recognisability factor of over 70% proves that the Sympatex brand has a huge amount of potential, and we will be building directly on that in our realignment," he says. He reports directly to Martin Friedrich, Managing Director of Sympatex Technology.

The second new addition to the Sympatex Technology management team is Daniele Grasso (29), who joined the company on 1 June 2007 as Head of Activewear, a newly created position in which he will oversee the development of activewear at Sympatex Technology. Before joining Sympatex Technology at the start of June, Grasso worked for five years as European Sales Manager for laminate manufacturer Toray. He has extensive professional experience in the sports and textiles market and will be responsible for areas such as new customer acquisition. "Our realignment to the activewear sector and our innovative products, such as Sympatex Reflexion, provide us with a wealth of opportunity in the sports market," claims Grasso.

Unterfoehring, Germany, 17 August 2007

Find the press release as a pdf-file on our FTP-site for download

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