

SIGMA SPORT® press release

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SIGMA SPORT welcomes Managing Director Thomas Seifert

Since the middle of October, there has been a new addition to the ranks of SIGMA-Elektro GmbH management. Thomas Seifert is not a newcomer to the sport and biking industry. As Managing Director of Polar Electro GmbH Deutschland, he spent four and a half years in the Finnish company's business areas in Germany, Austria, and Switzerland before seeking new challenges outside the sports industry at the end of 2017.

In his new position as Managing Director of SIGMA-Elektro GmbH, he is responsible for the Sales, Marketing, Finance, and Administration business units effective immediately. His international career with big-name companies such as Puma, Braun, Gillette, Procter & Gamble, and Coleman gives him a requisite expertise. Being the son of sports shop owners, he has had an affinity for sports from an early age.

Seifert identifies himself as a team player. In addition to tennis and endurance sports, he loves handball and was an aspiring player for many years. The father of two admits that he misses being professionally involved in sports. What interests him about his new duties is that they combine two industries that he finds fascinating: sports, which have been his lifelong companion, and technology, a very dynamic industry. He explains his motivation as follows: "I consider SIGMA SPORT to be the original – its origins are synonymous with bike computer. From this moment, I am part of a great brand with lots of potential!"

SIGMA SPORT Managing Director Robin Schendel is also optimistic about the future. "We are very pleased to have been able to convince Thomas Seifert to join us. His years of international experience will make him an asset to our brand and further strengthen our market position."

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