

Bang & Olufsen is strengthening the global sales focus with change in organisational structure. This also mean changes to the Executive Management Board.

Today, Bang & Olufsen has made changes to the company's organisational structure to strengthen the global sales focus. This entails that the company's three regional Vice Presidents for sales for Europe, Middle East and Africa (EMEA), Greater China Region and North America respectively will report directly to CEO Kristian Teär going forward.

CEO Kristian Teär comments:

"Our sales channels are key to ensure that consumers choose our products. I am making this change as I want to be even closer to the sales process and thereby contribute to ensure that we get the strongest possible sales setup. In addition, I want to be very close to our partners and consumers, so we have the right focus with a view to maximize our sales and continue our efforts to strengthen the consumer experience."

As a consequence of these changes, Executive Vice President and head of Brand & Markets, John Mollanger, is leaving Bang & Olufsen, but he will, in the coming period, hand over his tasks and complete ongoing projects.

"John Mollanger has not been able to see himself in the new structure and in a new role, and he is therefore leaving Bang & Olufsen. I would like to thank John for his efforts," says CEO Kristian Teär.

At the same time, the Board of Directors has appointed Christian Birk as Executive Vice President for Marketing, Digital & Customer Experience and member of the Executive Management Board.

Christian Birk (34) currently holds the role of Senior Vice President and Chief Digital Officer and has been with Bang & Olufsen since October 2017 where he, among others, has been responsible for the company's digital transformation, online marketing efforts and the work to improve the customer experience. Before joining Bang & Olufsen, Christian Birk was EVP for Digitas in North America. Christian holds a BSc in international business from Copenhagen Business School and a PLD from Harvard Business School.

Christian Birk will take up the position immediately. Hereafter, Bang & Olufsen's Executive Management Board will consist of CEO Kristian Teär, EVP & CFO Nikolaj Wendelboe, EVP for Product Creation & Fulfilment Snorre Kjesbu and EVP for Marketing, Digital & Customer Experience Christian Birk.

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