

Press Release

18 December 2023

Furniture Design Company DAN-FORM strengthens their leadership - expanding the team with a new COO and 2 regional sales managers

This December, DAN-FORM has welcomed COO; Bent Dock Kristensen to the leadership team.

Bent Dock Kristensen brings a wealth of experience from the furniture industry with a lot of expertise within Supply Chain Management and Process Optimization.

He was most recently with Menu/Audo Copenhagen, and before that 12 years with GUBLI.

DAN-FORM's CEO, Sanne Protin says: "The COO position is new at DAN-FORM. I believe Bent will play an important part in forming DAN-FORM's future strategy with a focus on optimizing and documenting production processes, logistics and more.

Particularly in connection with new legislation and CSRD requirements from the EU and also with Supply Chain challenges, we expect Bent's extensive knowledge to benefit DAN-FORM.

And of course, we look forward to tapping into the all-round knowledge Bent has around the furniture industry too."

Two new Regional Sales Managers

In addition to Bent Dock Kristensen, DAN-FORM welcomed two Regional Managers for the Sales Department: Steffen German and Oliver Schönauer. They both also bring a substantial experience from the furniture industry.

Steffen has resumed responsibility for Scandinavia, Spain, Portugal, UK and the Baltics. Oliver, based in Austria, is responsible for the DACH region and Italy.

Sanne Protin says: "Besides from Steffen and Oliver's experience, they also bring an exceptional drive and ability to identify the best solutions for our customers. It is a pleasure to see how they both share their knowledge for the benefit of not only our customers but also our team.

Overall we are on an exciting journey at DAN-FORM and an extended and even more powerful Sales team supports our long term strategy to constantly develop markets and our turnover."

DAN-FORM is looking forward to a 2024 where they will continue to introduce many new designs, starting at the IMM Cologne in January. And with the new additions to the Sales team, Sanne Protin expects another successful fair to kick off the new year: "We always find ourselves high on energy and inspiration from meeting our customers and launching our new designs. We very much look forward to it!"

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