

## **PRESS RELEASE**

# **ACD on Course for Expansion: Valérie Comandré Responsible for Export Business as New Head of International Sales at ACD Elektronik GmbH**

In order to serve the international market in an even more targeted manner in the future and to further expand the successful export business, Valérie Comandré has filled the position of Head of International Sales at ACD Elektronik GmbH in Achstetten in southern Germany since April 1, 2019. Ms. Comandré is responsible for the strategic orientation of the export business outside the DACH region, takes over the sales support of the company's own locations in the Czech Republic and in the USA as well as the support of the numerous global foreign partners. For healthy sustainable growth and consolidation of market shares.

Valérie Comandré has been working in international sales for more than 20 years and is particularly familiar with setting up sales networks abroad. Previously, Valérie Comandré worked for many years at a renowned manufacturer of cleaning machines in a comparable position, with a strong marketing focus. Thanks to her many years of international work, the French-born Valérie Comandré also has particularly high intercultural skills and feels "at home" on the international stage.

### **On course for expansion in Europe and the USA**

"For the 2019/2020 fiscal year, the focus is on expanding export structures and qualifying additional partners abroad. In our locations in the Czech Republic and the USA, we also want to systematically expand direct sales," says Valérie Comandré, adding, "the development of new export markets for the innovative ACD products is also particularly exciting. With outstanding unique selling points and "Made in Germany", they offer endless sales opportunities in Logistics, Retail and Industry in general.

### **Fit for the US market**

In order to expand export business, especially in the booming US market, the country-specific approvals there are indispensable. The USA certification serves to fulfill all legally relevant regulations when placing products on the market in North America. Decisive here are especially technical details for the product safety of the entire device. In the future, the ACD Group will be represented in the USA with a broad product portfolio (mobile workstations as well as mobile handheld computer and vehicle mount terminals).

With dedicated sales staff, first trade show participations, its own website and supporting marketing measures, the ACD Group is already setting the first milestones for success in the US market and plans that ACD USA Inc. will thus - in addition to ACD Czech s. r. o., founded in 2015 - become another, important production and sales location.

**Additional information:**

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**ACD Group**

ACD Elektronik GmbH is part of the owner-managed ACD group of companies, one of the leading high-tech providers in the electronics sector. ACD Elektronik provides hardware and software solutions for mobile devices and applications used in retail business, logistics and industry. Today the ACD Group has locations in Germany, the Czech Republic and the USA. The Group has a total of 420 employees and generated annual sales of about 80 million euros in 2020.