



Mid Ocean Brands announces the appointment of their new Sales Director Northern Europe

Mid Ocean Brands is delighted to announce the appointment of Mr. Diederik de Koning to the position of Sales Director Northern Europe.

Diederik has a long history of service with our company. He began his career with Mid Ocean Brands as a Marketing Manager from 2002 to 2005, he was then appointed in 2006 as Marketing Director and had a prominent role in the growth of the company particularly with the development of our innovative e-services.

In 2009, he became Customer Development Director of Mid Ocean Brands, responsible for driving strategic initiatives forward to enhance our Customer Relationships via the internal Customer Service Team. In this role he was also responsible for the development of e-services and the coordination of key marketing activities.

We believe that Diederik is the right person to lead our Northern Europe Sales Team. He has grown with the company for many years, and he is a key member of the Senior Management Team and instrumental in many of the key strategic management decisions and we are delighted that he added this new challenge to his Mid Ocean Brands portfolio.

Your contacts within Mid Ocean Brands UK still remain the same, Haydn Willetts and Mark Evans will continue to look after UK & EIRE customers.

Please join us in congratulating Diederik on his promotion and in wishing him continued success within Mid Ocean Brands.

Mid Ocean Brands UK

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