

## Matthias Völkl joins board of Tradewell GmbH

Consulting activity with focus on strategic development



*Member of the board of Tradewell GmbH since October: Matthias Völkl*



Tradewell takes the next step forward and expands its board by one consultant: Since October 2020 Matthias Völkl has been supporting the board of Tradewell GmbH in an advisory capacity. The brand agency is thus expanding its board with a high-level sales capability. Drawing on long-standing and sustainable knowhow, Matthias Völkl will assist Tradewell in the strategic development of the online and offline sales concept to grow the company on the next level. Tradewell is pleased to welcome Matthias Völkl to the team. He will work closely with the company's shareholders Michael Frandsen and Matthias Steinacker.

Matthias Völkl is a successful businessman with more than 20 years of experience in various roles and countries. He currently works as VP Business Unit Office at CHERRY GmbH - one of the leading brands for computer peripherals. At Tradewell, Matthias Völkl will help to build up the necessary capacities to meet the increasing tasks of Tradewell's brands, partners and clients.

"I am looking forward to working with the team, especially with Jesper Frandsen," says Völkl. Both have already worked closely and successfully together in the past and are now thrilled to work together again. Matthias Völkl is particularly enthusiastic about the great business ethics of Tradewell GmbH, but also about the shared values and the team spirit. He is pleased to be part of it from now on: "I would like to express my respect for the results the team has already achieved after a short time, e.g. with Leander, Contour Design and other brands. I see a great opportunity to create new ideas and to participate in the fruitful future of Tradewell," says the new board member.

### **About Tradewell GmbH**

*Tradewell Brand Agency GmbH is a trading company that focuses on Scandinavian brands and supports companies in exporting their products. Tradewell works exclusively with companies whose products improve the daily life of all people. Furthermore, the company focuses on long-term cooperation with its partners. From its headquarters in Bayreuth, Tradewell supports mainly small and medium-sized companies that do not have the necessary resources to develop new distribution channels themselves. Tradewell is primarily focused on the European retail market.*