

# Tradewell GmbH on course for expansion

Strong team with new strategic orientation



*The new board of Tradewell GmbH with the shareholders (from left): Matthias Völkl, Matthias Steinacker, Jesper Eichhorn-Frandsen and Michael Frandsen.*

Tradewell GmbH is off to a strong start in the second half of the year, successfully continuing its strategic work together with its partners and customers. With Michael Frandsen and Matthias Völkl, two members of the board and shareholders have now joined the daily operational business and strengthen the team in two important areas.

## **Tradewell increases competence with experienced manager Matthias Völkl**

Matthias Völkl, with more than 20 years of experience in various roles and countries, becomes Jesper Eichhorn-Frandsen's new partner as second Managing Director. Thus Tradewell increases its competence with an experienced manager and sales person, who will support Tradewell with his long-term and sustainable know-how in the strategic development of online and offline sales. His focus is on the future-proof orientation of the company: "The successful work of the last years makes it necessary to create new capacities in order to meet the growing tasks of Tradewell's brands, products, partners and customers and to consistently and sustainably expand the company together with the team", says Völkl. Together with Jesper Eichhorn-Frandsen and Matthias Völkl, the team will continue to develop the company strategically and continuously align it with the currently very changing market.

## **Michael Frandsen assumes responsibility for operational business**

Also new on board is Michael Frandsen, who will assume responsibility for operations as CFO and COO and will head the Danish company Tradewell Invest APS as Managing Director. With several years of management experience and responsibility for HR, finance, sales and marketing systems, Michael Frandsen's focus is on optimizing operations and

business processes: "I work with the aim of finding simple, standardized and long-term solutions," says the 39-year-old Dane. He now brings his know-how to the operational business and strategic development of Tradewell GmbH. In addition to personnel and IT, Michael Frandsen is also responsible for the smooth running of day-to-day business.

### **Reinforcement of personnel enables new strategic orientation**

With a strong and motivated team, the course is set for a successful future. An office in Copenhagen and an office in Bayreuth round off the international image of the company in the current setup. The personnel reinforcement now enables the company to intensify the existing business relations, to tackle new strategic projects and to position itself in a future-proof and new way. The focus is on European - primarily Scandinavian - companies. Tradewell helps to expand successfully into new markets e.g. DACH (Germany, Austria, Switzerland) or other European countries. Sales concepts, contacts, launches of innovative and sustainable products, networks in different industries are the strength of the powerful and dynamic team around the three Tradewell shareholders Jesper Eichhorn-Frandsen, Michael Frandsen and Matthias Völkl. Another update on the company's latest projects will follow shortly.

### **Contacts**

Jesper Eichhorn-Frandsen: [jesper@tradewellgmbh.com](mailto:jesper@tradewellgmbh.com)

Michael Frandsen: [michael@tradewellgmbh.com](mailto:michael@tradewellgmbh.com)

Matthias Völkl: [mv@tradewellgmbh.com](mailto:mv@tradewellgmbh.com)

### ***About Tradewell GmbH***

*Tradewell GmbH is a consulting and trading company that focuses on European brands and supports innovative companies in exporting their products. From market analysis, go-to-market strategies, to supporting the operational implementation, the Tradewell team plays out its competencies together with its partners. Tradewell works exclusively with companies whose products improve and enrich the daily lives of all people and generate sustainable positive impact. Furthermore, the company focuses on long-term cooperation with its partners. Tradewell's headquarters are in Bayreuth, while parts of the operational business are run in Copenhagen. Tradewell GmbH is a modern and sustainably European oriented company with Danish roots and Danish-German owners.*

Tradewell GmbH  
Kanzleistraße 1  
D-95444 Bayreuth  
[www.tradewellgmbh.com](http://www.tradewellgmbh.com)