Digi-Key Expands Global Footprint into EMEA

Digi-Key Corporation

Digi-Key Corporation [1] (Thief River Falls, MN) is expanding its global footprint with new sales and customer support resources covering the EMEA region. The company announced its regional sales leadership team and the opening of a new European sales and support office in Munich.

“Digi-Key is continually modifying its ‘hybrid’ distribution model based on the feedback we hear from our customers,” says Mark Larson, president, Digi-Key.

“Across the EMEA region, we’re experiencing an increased demand for high-mix, low-volume electronic component orders with local support, so we are aligning new resources to meet this need. We’ve carefully selected a team of industry professionals that will help us grow upon our success and continue to grow our European customer base.”

EMEA Sales Leadership Team

Offering regional support to its EMEA customer base, Digi-Key appointed a team of experienced sales leaders, charged with supporting an existing roster of over 41,000 EMEA customers while expanding awareness of Digi-Key to both the design engineer and the higher volume Production Business buyer.

The sales leadership team includes:

- Kris Haggstrom - Vice President of Strategic Customer Development, EMEA and Asia Pacific
- David Mahal – Sales Director, Israel and Russia
- Ian Wallace – Sales Director, United Kingdom and Ireland
- Hermann Reiter – Sales Director, Central Europe

Additional resources covering the Nordics, the Baltics, and Eastern and Southern Europe will be announced within the next 90 days.

“We’re responding to customer demand for a distribution model that supports today’s changing global business climate,” says Chris Beeson, vice president, global sales and business development for Digi-Key. “By recruiting experienced sales leaders, we can more quickly build the Digi-Key brand, increase our traditional business, and support larger production business accounts with one-on-one support.”

For more information visit www.digikey.com [1].

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