

## **ACD On Course for Expansion: Valérie Comandré is responsible for export business as the new Head of International Sales at ACD Elektronik GmbH**

**To serve the international market more selectively in the future and further expand ~~successful~~ export business, Valérie Comandré has taken the position of Head of International Sales at ACD Elektronik GmbH in Achstetten, southern Germany, effective April 1, 2019. Ms Comandré is responsible for the strategic alignment of export business outside of the German-speaking region of Europe, for support and control of the company's sites in the Czech Republic and in the USA, and for the support of numerous global partners in various countries. For healthy, sustainable growth and consolidation of market shares.**

Valérie Comandré has more than 20 years of experience in international sales and is especially well acquainted with setting up sales networks outside the country. Ms Comandré previously spent many years with a well known manufacturer of cleaning machines in a comparable position with a strong focus on marketing. Born in France, Ms Comandré has many years of experience in international business, complemented by especially well developed intercultural competence and feels very much at home in an international setting.

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

"The focus for the 2019/2020 business year will be on developing export structures and qualifying additional partners outside of Germany. "We also want to systematically expand direct sales at our sites in the Czech Republic and the USA," says Valérie Comandré and then adds: "Another especially exciting goal is to open up new export markets for our innovative ACD products. With outstanding features that set them apart and because they are "Made In Germany," they offer countless opportunities for sales.

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

To build up export business in the booming US market in particular, the country-specific approvals required there are indispensable. USA certification serves to fulfill all relevant requirements under the law for placing products in circulation in North America. Technical details regarding the product safety of the entire device are especially critical for this certification. In the future the ACD Group will be represented by a wide product portfolio (mobile workstations, manual terminals and forklift terminals) in the USA.

With dedicated sales employees, first appearances at trade fairs, its own website and market measures to support it, the ACD Group is already setting its first milestones for support in the US market and has plans for ACD USA Inc. to become another important production and sales location along with ACD Czech s. r. o., which was founded in 2015.

**Additional information:**

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**ACD Group**

ACD Elektronik GmbH – as part of the ACD Group – is a dynamic, independent and flexible mid-sized company that is among the leading high-tech providers in the electronics sector. The ACD Group provides hardware and software solutions for mobile devices and applications for retail, logistics and EMS as well as products developed for specific customer requirements and mobile applications.

The current ACD Group consists of ACD Elektronik GmbH, ACD Systemtechnik GmbH, ACD Antriebstechnik GmbH, ACD Czech s.r.o. and ACD USA Inc. It is represented in Germany by two different sites, with one each in the Czech Republic and the USA. The Group has about 430 employees at all its sites and generated annual sales of over 88 million euros in 2018.