

Tim Berry appointed Senior National Account Manager of emporia UK and Ireland

14 January 2020: emporia telecom, which is launching in the UK and Ireland markets this month, has announced that Tim Berry has joined the company as Senior National Account Manager, UK and Ireland. The significant hiring of Berry follows on from the news of Chris Millington being appointed Managing Director of emporia UK and Ireland in late 2019.

Berry, who joins from mobile phone brand Doro after eight years as National Accounts Manager, has built market leading commercial relationships with brands including Tesco Mobile, Argos, John Lewis Partnership, Freeman Grattan and ASDA Mobile. He also has a substantial understanding of the retail proposition of selling technology to a senior audience through Distributor channels and MVNOs.

Tim has gained over thirty years of experience in sales roles working for leading consumer electronics companies such as Oregon Scientific, Sharp, Morphy Richards and Sony; prior to moving in to the senior telephony device market.

Commenting on his new role, Berry said: “emporia telecom is a strong brand across 30 countries in Europe and has been a leading player in the senior category for over 20 years. I am delighted to be joining the company as it launches in the UK and Ireland. It is a great opportunity to reinvigorate and take a leadership position for telephony device sales in the senior category.”

Chris Millington said: “I am delighted to welcome Tim on board as we begin our push in the market in 2020. Tim was instrumental in building a leadership position in the key retailers and distributors and I look forward to us working together again to re-create this success.

“We know there is a huge appetite among retailers and networks for a strong senior focussed brand with heritage, and a commitment to re-ignite the senior category in telecoms in our markets.

“emporia continues to develop new devices that meet specific senior demands of functionality, design and useability; which are simple to use and keep them digitally connected.”

Further information about the emporia UK and Ireland launch is expected in the coming weeks.

Emporia telecom, a multi-national private company based in Austria, exists to offer customers user-friendly products. Its portfolio features a range of telecommunication devices specially designed and adapted for the changing lives of the 65+ demographic.

UK and Ireland customers can visit www.emporiatelecom.co.uk for more information about the products and devices available.

ENDS

Notes to editors:

About emporia

Emporia is an Austrian company that develops, manufactures and markets mobile telephones, smartphones and apps specially designed for the older generation, and it is the technology leader in this segment. emporia’s products also include a wide range of accessories and

landline telephones. Founded in 1991, emporia now operates in more than 30 countries around the world. The company is wholly owned by Eveline Pupeter who runs the business, together with her experienced management team. emporia employs 100 people and its head office is located in the city of Linz on the banks of the Danube.

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