

New sales manager at bachmaier®: Paul Steinbach brings international expertise and a fresh perspective on customer needs

Bischofswiesen, 11. November 2024 - bachmaier GmbH welcomes Paul Steinbach as its new Sales Manager. With over ten years of experience in international FMCG sales, Steinbach strengthens the team and brings valuable knowledge for the markets in Germany, Austria, Switzerland and beyond.

Experience in international sales and an entrepreneurial mindset

Steinbach gained his international sales experience in the food industry and in the nutritional supplements sector, where he managed individual customer projects as a key account manager and site manager. Thanks to his experience as a company founder in sports equipment manufacturing, he knows how to react creatively and entrepreneurially to market requirements.

Commitment to innovative and forward-looking solutions

'I'm looking forward to the exciting challenge at bachmaier,' says Steinbach, who was born in Kitzbühel and is a keen sportsman. 'The hearing acoustics market offers enormous potential - together with our partners, I want to develop innovative and customised solutions.' With Paul Steinbach, bachmaier is focusing on a forward-looking and customer-orientated sales strategy in order to continue to be a strong partner for hearing care professionals in the DACH region.

Hearing innovations from the Alps

bachmaier GmbH, based in Bischofswiesen, is a developer, manufacturer and service provider for hearing-related products. With a total of 55 employees, the company has been developing and producing customized products for the hearing aid industry, the hearing protection sector and the music industry for over 30 years. bachmaier® now has production facilities in Germany and Hungary and supplies professional equipment to acousticians, hearing protection manufacturers and earmold laboratories throughout Europe.

More Infos: <https://bachmaier.de>

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Photo

Caption: Kitzbühel-born Paul Steinbach, father of two, is focussing on better understanding customer needs and strengthening the partnership with hearing care professionals.

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Bis über beide Ohren.