



## Press Release

January 2010

# Tactick expands its resources

Wireless electronics experts, Tactick by Suunto, have made a number of new staff appointments to reflect a growing order book and new sales model.

Ben Hodgson-Kerry joined the company in January 2010 as the new UK Sales Executive. Ben studied at Southampton Institute and has spent the last 3 ½ years at Navimo in their Technical Sales department. Ben will be looking after sales of Tactick and Suunto products for the whole of the UK, Scotland, Ireland and the Channel Islands. Ben will spend much of his time on the road expanding business with the chandleries, electronics installers and OEM customers within his territories. Ben has taken over this role from longstanding Tactick employee, James Hewitt who has now moved into an Export role and will be managing Tactick's distributors for Australia, Italy, The Netherlands, Germany and Sweden.

Also new to the company is Benedicte Butcher who has joined the Tactick administration team working exclusively on the French market assisting sales and developing new opportunities in this important market. Tactick recently set up a direct sales model into the French market rather than through a distributor and Benedicte is key to ensuring a smooth and efficient transition and ongoing trade. Benedicte is a native French speaker with a Masters degree in marketing, finance and accounting who brings extensive experience of European business to the team.

The final appointment is that of Mickael Audic who has joined Tactick's R&D team in France as an Electronics Engineer. Mickael has recently been working in the electronics security and tracking sector as well as radar beacons for the marine industry. Mickael will be working on new product development for Tactick, specifically looking at the hardware and software design of future Tactick by Suunto products.

To find out more about Tactick's full range of wireless electronics visit [www.tactick.com](http://www.tactick.com)

**Ends**

**Notes for editors:**

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**Tactick** are world leaders in wireless, solar powered electronics for the marine industry. Formed in 1996 by brothers Clive and Mark Johnson, years of extensive research and development, together with customer feedback led to the development of the world's first wireless networking electronics system, Micronet, in 2003. Tactick offer a range of wireless electronic instruments for dinghies through to race boats, cruisers and power boats too. Top sailors around the world have been sailing with Tactick's instruments since 1997. In April 2007 Tactick won the prestigious Queens Award for Innovation for their Micronet technology. [www.tactick.com](http://www.tactick.com). In April 2009 Suunto, the leading manufacturer of sports precision instruments announced its acquisition of Tactick. The purchase was carried out by a sister company Amer Sports UK Ltd a subsidiary of the Amer Sports Group.

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