

Master & Dynamic Names Viggo Olsen Chief Commercial Officer

March 5, 2018

New York--(BUSINESS WIRE) Master & Dynamic today announced the appointment of Viggo Olsen to the role of Chief Commercial Officer, where he will oversee the company's global commercial operations, including its wholesale, retail, and ecommerce initiatives. As Chief Commercial Officer, Viggo will spearhead Master & Dynamic's long-term commercial planning efforts and continue to fuel the company's international growth.

"Viggo is an industry veteran and inspirational leader, and I am thrilled to welcome him to the Master & Dynamic team," said Jonathan Levine, Founder & Chief Executive Officer of Master & Dynamic. "As we continue to respond to the growing global demand for our products, Viggo's extensive retail experience, both in Europe, Asia, and around the globe, will be instrumental in guiding our commercial operations to strategically capitalize on the many opportunities we see ahead."

Viggo brings 17 years of global experience in consumer electronics and sales to his role, having worked with leading global brands including Bang & Olufsen, Jabra and Ericcson Mobile. Throughout his career, Viggo has led teams in sales optimization, channel marketing, and sales strategy development and execution. Most recently, he held numerous management positions at Bang & Olufsen, including interim CEO and Global Sales Director of BeoPlay.

"I see a great opportunity in the premium space, for a brand that works on a very focused distribution and retail penetration, doing what is right to establish a position in high-end. I look forward to working with the team to continue to expand the brand internationally and build on Master & Dynamic's track record of success," said Viggo.

About Master & Dynamic

Master & Dynamic is a New York City-based premium audio brand with a deep passion for building beautifully crafted, richly appointed, technically sophisticated audio products for creative minds. Designed for decades of use, Master & Dynamic products are engineered to last, utilizing only the finest materials such as premium leathers and stainless steel, creating the perfect balance of aesthetics, strength, comfort and sound. Its collection of headphones and earphones, as well as its wireless speaker, are tuned to provide a rich, warm sound that perfectly captures the exceptional detail of well-recorded music. Master & Dynamic sees its headphones as modern thinking caps: tools to help focus, inspire and transport your mind. Launched in May of 2014, Master & Dynamic can be found in over 500 partner stores around the world. View the entire collection at www.masterdynamic.com.

Contact

Andrew Gretchko
Public Relations Manager
andrew@masterdynamic.com