



**Berlin eyewear manufacturer ic! berlin committed
Sylvia Jensch as Chief Sales and Marketing Officer**

Berlin, 25.05.2020 - The internationally experienced strategist Sylvia Jensch has taken over the position of Chief Sales and Marketing Officer at the Berlin eyewear manufacturer ic! berlin as of May 1, 2020. She is responsible for the management of all marketing and sales activities worldwide.

Sylvia Jensch undertakes the areas of marketing and sales worldwide since May 01, for the first time in one position. "I joined the company to give the brand-new impetus. Together with a very talented and committed team, we want to continue to push the successful internationalization of ic! berlin", says Sylvia Jensch. "Especially the strong brand core "Berlin", we will stage more strongly again in the future."

With Sylvia Jensch, is ic! berlin bringing an internationally experienced expert for prestige brands to the headquarters of the Berlin design eyewear manufacturer. In her marketing career she has held various positions within the WELLA Group, later Procter & Gamble. Sixteen years ago, the German-British moved to the European market leader for hotel cosmetics, ADA Cosmetics International. As CMO/ CSO, she successfully repositioned the company in the market as an innovation and sustainability expert and accompanied the post-merger integration of Pacific Direct Ltd. into the ADA Group from the London office.

Jörg Reinhold, CEO of ic! berlin, emphasizes: "I am very pleased that we were able to bring Sylvia to Berlin. I highly appreciate her curiosity, speed and extensive experience. Unconventional, clear, lively, Berlin. We're a good match."

ic! berlin

ic! berlin was founded in Berlin in 1996 and manufactures innovative eyewear made in Berlin. The models are extremely light, flexible and are especially characterized by a worldwide unique screwless joint solution. Each collection line stands for its own unique design language and represents a part of the company's own design identity. ic! berlin eyewear is sold in more than 60 countries worldwide.