



VICTORINOX
SWISS ARMY

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Jim Spencer Named *Southeast Regional Sales Manager, Corporate Markets*, for Victorinox Swiss Army, Inc.

MONROE, CT – (January 10, 2018) - Annette Jensen, Director of Sales, Corporate Markets for Victorinox Swiss Army, Monroe, Conn., announced the appointment of Jim Spencer as Southeast Regional Sales Manager for Corporate Markets. Spencer will support the company's initiative to sell and market all **Victorinox, Victorinox Swiss Army, Wenger, and Epicurean** products under one umbrella.

Jim has a strong background in sales, having worked in the promotional products industry for the past 20+ years, including the past 16 years with Sanford B2B as SE/Mid-Atlantic Key Account Manager. "I am very excited to be a part of the Victorinox Swiss Army, Inc., Corporate Markets Team!!" says Spencer, as we welcome him to our company.

He describes himself as having "grown up" in our industry and wanting to be just like his father, who spent 40+ years in Promotional Products/Sporting Goods with many successes. "He instilled in me the standards that 'all opportunities are good opportunities, treat everyone the same, and take care of your customers (and they will take care of you)', as these are several keys to a successful sales career".

For more information on Victorinox Swiss Army, visit www.vsacorporate.com

About Victorinox Swiss Army

Victorinox Swiss Army's portfolio of products represent a proud 130-year, family-owned heritage of commitment to quality and innovation in both multifunctional and iconic design that withstand the test of time. Within the Corporate Markets industry, Victorinox Swiss Army is proud to offer a full range of Swiss made, and inspired products including Swiss Army Knives, cutlery, timepieces, travel gear, binoculars, and flashlights, as well as onsite event services. www.swissarmy.com

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