

Jacqui MacKinnon appointed by emporia UK and Ireland as Sensory Sales Consultant

15 April 2020: emporia telecom - which launched in the UK and Ireland markets at the beginning of the year – is pleased to announce that Jacqui MacKinnon is joining the team as Sensory Sales Consultant.

In the role MacKinnon will manage the UK and Ireland specialist retail channel relationships for emporia. These channels include charities and retailers that provide audio, sensory and dexterity support and products.

Jacqui began her career in consumer electronics retailing and began to specialise in this area over the past twenty years. She has worked with Chris Millington, MD of emporia UK & Ireland, previously at Doro, a mobile phone brand focused on the senior category.

Jacqui MacKinnon comments on her new role: “I am delighted to be joining Chris and Tim (emporia’s senior national account manager) in introducing the emporia brand to UK and Ireland markets. There is a huge appetite in the sector for a brand that develops products solely for the senior market; and emporia is the answer as they understand the changes we all face as we grow older such as hearing and dexterity loss.”

MD Chris Millington comments: “Jacqui is the leading expert in this area and I am delighted to again be working with her as we seek to build the emporia brand in the UK and Ireland.”

emporiam telecom, a multi-national private company based in Austria, exists to offer customers user-friendly products. Its portfolio features a range of telecommunication devices specially designed and adapted for the changing lives of the 66+ demographic.

UK and Ireland customers can visit www.emporiatelecom.co.uk for more information about the products and devices available.

ENDS

Notes to editors:

About emporia

Emporia is an Austrian company that develops, manufactures and markets mobile telephones, smartphones and apps specially designed for the older generation, and it is the technology leader in this segment. emporia’s products also include a wide range of accessories and landline telephones. Founded in 1991, emporia now operates in more than 30 countries around the world. The company is wholly owned by Eveline Pupeter who runs the business, together with her experienced management team. emporia employs 100 people and its head office is located in the city of Linz on the banks of the Danube.

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