

## **Kare Design**

### **Personnel recruitment for foreign business**

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Carsten Pedersen (photo) is the new face in the America business at the German company Kare Design GmbH. Since the beginning of the year he has been strengthening the Sales and Franchise Department and is responsible for Business Development as Executive The Americas. This informs the company. With Carsten Pedersen, a real retail and franchise professional strengthens the Munich furniture

companies. Pedersen brings more than 25 years of leadership experience to global lifestyle and design companies with a focus on franchise, retail and branding. He developed the entire American market for BoConcept. His track record includes the successful opening of more than 60 shops in North and South America.

The American continent with the most important consumer goods markets in the world and healthy growth prospects is an important focus of Kare's international expansion strategy. Kare CEO Peter Schönhofen has therefore created an additional position in his house for the development of foreign business.

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