

## **SICO Europe Limited Announces New Leadership Appointments**

SICO Europe Limited (SICO Europe) is pleased to announce the new appointments of Alex Ferguson as Managing Director and James Ross as Sales Director. These promotions from within mark SICO's commitment to growth and excellence in the European market.

SICO Europe is one of many business units throughout the world, who design and manufacture commercial furniture for the education, hospitality and events industries. Founded in 1951, SICO Inc. sells products globally, with SICO Europe being the second largest business unit globally, with offices and production facilities in Lymington, Kent.

Alex Ferguson has been a dedicated member of the SICO team for 10 years. He has advanced through various roles, including Manager of Finance and most recently Finance Director. Alex's extensive experience and profound understanding of the business have equipped him with the skills and vision needed to lead SICO Europe into its next chapter. Alex commented, "My vision for SICO Europe is to elevate our brand and deliver world-class solutions to our markets. We have a strong history and heritage to leverage, with all of our products made in England. SICO Europe has a great reputation in the Education and Hospitality sectors, which we will build on to drive our business forward into the next era."

James Ross, who joined SICO Europe five years ago as Head of Sales, has consistently demonstrated strong leadership and a proven track record. His promotion to Sales Director reflects his ambition and passion for SICO's vision. James shared, "I am proud to be on this journey with SICO Europe. Our product range is growing, and our vision for the hospitality sector is something I am excited to deliver in the coming months."

Ken Steinbauer, President & Chief Operating Officer at SICO Inc. added "It is with great pleasure and confidence that Alex and James have been appointed to these new and deserving roles. We're fortunate to retain our great people here at SICO, and Alex and James will continue to uphold our high standards and drive success for our clients across Europe."

**About SICO Inc:** SICO Inc. is a global business providing products to the education, hospitality, and events sectors. With headquarters and production in Minneapolis, USA, SICO Europe is the second largest business unit globally, with offices and production facilities in Lymington, Kent.