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**POC Expands Global Marketing Team**

PARK CITY, Utah (June 26, 2018) — [POC](http://www.pocsports.com/), a leading manufacturer of ski and cycling helmets, eyewear, apparel and protection, has elevated key team members to global marketing positions to support brand and digital communications for the Swedish brand.

David DeMartini, based in POC’s Park City, Utah office, has been named Global Chief Marketing and Digital Officer. DeMartini joined POC as North American Marketing Director in 2016, and most recently served as Global Ecommerce Director. In his new position he will oversee all POC marketing and digital efforts globally.

“David has the expertise and creativity to amplify our marketing efforts across all of our international marketing channels,” said Jonas Sjögren, POC CEO. “We are thrilled to elevate someone from within POC, who is familiar with our brand identity and committed to POC’s mission of protecting athletes and reducing the consequences of accidents.”

In addition to DeMartini, POC has tapped two European-based employees to lead digital operations and brand marketing. Cornelia Lenz, based in POC’s Salzburg, Austria office, will manage POC’s digital platforms and marketing as Global Digital Director. And out of POC’s Stockholm, Sweden office, Lina Elfstrand, will lead brand and content marketing channels as Creative Brand and Marketing Director.

“Lina and Cornelia will continue to develop POC’s presence as a global leader in safety innovation through beautiful content and strategic digital operations,” said Sjögren. “Under their leadership and creative direction, consumers will see stories of inspiration and innovation.”

Twelve years after it launched its first ski helmet, POC continues to develop products with an uncompromising combination of safety, performance and design. It will introduce its 2019 bike collection at the Eurobike Show in Friedrichschafen, Germany July 8-10. For media appointments, please contact Patrick.king@backbonemedia.net.

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**About POC:**POC is a Swedish company, built on a strong mission: to do everything we can to possibly save lives and reduce the consequences of accidents for gravity sports athletes and cyclists. For more information about POC, please visit www.pocsports.com.