

# SKROSS names Stephen Worden as Head of Channel Sales & Business Development



Steve Worden joins SKROSS as Head of Cannel Sales and Business Development

SKROSS has announced a major addition to its leadership team. Effective September 1, Stephen Worden will join the company as the Head of Channel Sales and Business Development.

This strategic hire is said to represent a pivotal moment in SKROSS's evolution. Over the past few years, the company has grown significantly, transforming from a brand known primarily for its travel adapters and chargers to a leading brand in the travel accessories industry.

The strong alliance with its Italian mother company Cellularline and the recent expansion into lifestyle oriented travel accessories has lifted the profile of SKROSS substantially and led to successful entry into new markets and channels globally.

“As SKROSS continues to pursue an ambitious global growth strategy, the appointment of Stephen Worden is a crucial step,” the company said, adding that Worden’s extensive experience in the travel industry, coupled with his deep understanding of products and channels, makes him the perfect fit for this role.

“Steve is the right man at the right time in the right position,” said Sam Gerber, Co-Founder and Co-CEO of SKROSS. “As a company, we are ready to take the next big step in our development of becoming a dominant player with a globally recognized Swiss brand. Our growth strategy relies on innovation, brand visibility but even more on the right people! Steve’s involvement will be crucial to achieve our ambitious visions and to strengthen our organization from a strategic and leadership perspective.”