

PanzerGlass taps Alan Brennan as Director New Channels



Alan Brennan takes a new role as Director New Channels at tech firm PanzerGlass

PanzerGlass, a Danish company specializing in mobile device screen protectors and other tech products, has appointed experienced travel retail executive Alan Brennan as Director New Channels covering both global travel retail (GTR) and new international domestic market channels.

Brennan will report to Jesper Mikkelsen, General Manager Global Retail, and will lead the team headed by Christian Butzer, Global Sales Manager New Channels, to drive growth of PanzerGlass's sustainable range of mobile device screen protectors, new performance range and recently launched Spray Twice a Day cleaning device solution.

Brennan, who formerly worked at Nestlé International Travel Retail, said: "I am delighted to be joining the PanzerGlass team at this exciting time for the company as it continues to grow and expand internationally. Its green mobile device solutions, from screen protectors to cleaning solutions, are on point in the new retail reality, providing customers with sustainable product solutions for their smartphones, smartwatches and GPS devices, at home, in work and in leisure.

"We see huge potential to accelerate our growth in GTR both online and in-store despite the current challenges the channel is facing. I look forward to working with Christian and the team, building on their excellent work to date in the channel and sharing with our existing and new retail partners the PanzerGlass ambition for a redefined global travel retail 2.0, both online and in-store."

A global brand

In 2013, Danish start-up PanzerGlass launched its signature first-of-its-kind screen protectors for mobile devices, seeking to elevate the strength of screen protectors. Today, PanzerGlass is a global brand present in 70 markets.

Users can protect all devices, including laptops, smartphones, tablets, displays in cars and smartwatches.

PanzerGlass is perceived as one of the leading screen protection brands in the world and has collaborated with soccer star Cristiano Ronaldo, PopSockets, Swarovski and several leading football clubs.

For travel retail enquiries, contact Alan Brennan at albr@panzerglass.com.