



Sennheiser appoints Ann Vermont as Country Manager France

The family-owned company promotes long-serving French employee to the global operational management team

Paris, February 5, 2024 – The operational business of Sennheiser France will be managed by Ann Vermont. As part of the Global Operational team and in her new role as Country Manager France, she will be responsible for driving the success of Sennheiser France in alignment with Sennheiser’s long-term strategy and business development goals. Ann Vermont will be key in driving the growth of the Sennheiser group’s brands and consolidating its leadership in the audio market. Her duties will include local operational management in support of sales management, business communication and public relations.



Ann Vermont
Country Manager France
Communications Manager EMEA

“We’re delighted to promote Ann Vermont to Country Manager France,” said Daniel Sennheiser, Co-CEO of Sennheiser. “She is an outstanding professional who embodies the passion and the culture of Sennheiser. Her dedication, talent for bringing people together, continuous loyalty to the company and excellent management skills has built her outstanding reputation within the Sennheiser Group. Promoting Ann clearly demonstrates our commitment to rewarding long term achievement within the Group and diversity within our global leadership that reflects and fosters a culture of excellence.”



Ann Vermont brings her vast experience to her new role as Country Manager France while also retaining her current Communications Manager EMEA duties. She joined Sennheiser France in December 2005 and soon stepped up to assume responsibility for events and performers in 2007. In 2008, she was instrumental in introducing a media relations program in France, which set in motion Sennheiser's first dedicated public relations strategy in the market. Following this success, she assumed responsibility for public relations in France, Benelux and Southern Europe in 2015. At the same time, she also took on the brand's social media, creating its Facebook page, a Twitter account and a YouTube channel. Jørgen Wengel, Director Global HR & Operations, looks forward to closely working with Ann Vermont in her new role: "I fully trust Ann in her expertise regarding the French customer and market. I am deeply convinced that she is the best possible fit of the Sennheiser Group in France."

At Sennheiser, she loves her day-to-day work and feels deeply fulfilled to be in a company that shares her values and passion. Describing her new role, Vermont commented: "I'm truly honoured to lead the French subsidiary and to continue to work with such a talented and passionate team who every day go the extra mile to further Sennheiser's market growth in France. As fan of both music and technology, I'm tremendously excited to build the future of the Sennheiser team in France."

As Country Manager France, Ann Vermont is stepping into a new role at a dynamic time while retaining her current Communications Manager EMEA duties: After announcing its intention to focus exclusively on the Professional Business in the beginning of 2022, the Sennheiser Group has experienced very positive development. The Group was able to further expand its strong position as a provider of professional audio solutions in fiscal year 2022 and grow sustainably on its own. The company was thus able to further expand its strong position as a provider of professional audio solutions.



About the Sennheiser Group

Building the future of audio and creating unique sound experiences for our customers - this is the aspiration that unites the employees of the Sennheiser Group worldwide. The independent family-owned company Sennheiser was founded in 1945. Today, it is managed in the third generation by Dr. Andreas Sennheiser and Daniel Sennheiser and is one of the leading manufacturers in the field of professional audio technology.

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