



OLYMPIC FEVER AT SENNHEISER

Sennheiser team rooting for colleague Jakob Thordsen at the Olympic Games

Wedemark, August 08, 2024 – Usually, everything at audio specialist Sennheiser in Wedemark revolves around music. This week, for a change, the focus is on sports as Sennheiser is in Olympic fever: The Sennheiser team is celebrating their colleague Jakob Thordsen's participation in the Olympic Games. He is competing this week in canoe racing in the single kayak over 1000 metres.

The atmosphere is excited as Jakob stands on the starting line in his kayak. Everyone watches the big screen in the Sennheiser Theatre in suspense. Then the race starts, and everyone cheers him on. It is the preliminary race of the Olympic Games in canoe racing. The race is also being broadcast on screens in production. Similar watch parties were organised for employees at Sennheiser's various global locations, wherever the time difference allowed. "The support and joint cheering reflect our strong international community and the family-like work environment at Sennheiser," says Andreas Fischer, COO Supply Chain at Sennheiser.

On the 'Backstage' intranet, which is used by 2,100 employees worldwide, there have been ongoing updates on his preparations, the results of the qualification, and live VLOGs from training by Jakob himself since autumn 2023 with the motto "Jakob's Road to Paris". Additionally, all employees can share wishes, congratulations and photos with Jakob.

The semi-finals continue for Jakob this weekend. Fingers are crossed at Sennheiser. And after the Olympics, he will be greeted by his proud team when Jakob resumes his job as a mechatronics technician at Sennheiser.

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