

PRESSE-INFORMATION

Personnel message: Manuel Radke - Returning to home

From Germany to the USA and back again

Bramsche/Germany September 2020

At #heytex, we believe that characters will help our brand move forward.

After three years of sales activities in the subsidiary Heytex USA in Pulaski, Virginia, Manuel Radke has returned to Germany.

As Market Manager (Business Development) Technical Textiles, Manuel was responsible for the establishment and development of the market for technical textiles in the USA. He took the courageous step to move to the USA with the whole family. After his appointment as Senior Management Team Member, Manuel achieved his goal of defining the strategic sales direction in two years and also helped to shape strategic corporate decisions.

Manuel Radke, born in 1986 in Nienburg/Weser, Germany, looks back on more than 12 years of experience in the sales of technical textiles. Even before his employment abroad he was responsible for the area of Texineering for special applications at Heytex.

From September 2020 on Manuel will continue to be the main responsible for the Texineering division of the Heytex USA group as Director and will be responsible for Texineering products of the farms & leisure divisions in Germany as Senior Market Manager.

In his new role, Manuel's biggest task is to expand the market share despite the current challenges and to develop the business with new innovative applications for the future.

Manuel Radke lives with his wife and two sons in Minden

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Bildunterschrift

Manuel Radke back to Bramsche

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