

# Handheld Group Strengthens its European Sales Structure

[Handheld Group](#), a leading global manufacturer of rugged mobile computers, today announced it has strengthened its management and sales teams with three key appointments, with the goal of expanding sales and better supporting Handheld's global network of resellers.

[Claes Egerstad](#) is the new international sales manager at Handheld Europe AB. Egerstad has a decade of experience in sales and managerial positions with global hardware, telecom and software development corporations. Some previous employers include MCI WorldCom, 3 mobile, Telenor, Aptic and most recently, Tieto.

[Anders Lundgren](#) is the new sales manager at Handheld Scandinavia and will focus on strengthening and supporting the group's resellers in the Scandinavian market. Prior to joining Handheld, Lundgren was an export manager for water technology company Swepur. He has also held top sales positions at Schmitz Cargobull, PNO Group, Retention, Alf and Avery Dennison.

[Martin Pulss](#) is Handheld's new sales manager for northern Germany. He has more than 20 years of experience in sales and project management and holds a degree in economics and business studies. Before joining Handheld, Pulss worked for 17 years in the Auto ID market as a project and sales manager for system integrators such as Zetes and ICS International.

"These three highly experienced, professional and focused sales experts will be hugely valuable in our efforts to increase our reach in the important EMEA region," says Jerker Hellström, CEO of Handheld Group. "To continue our rapid growth, we need a strong, sales-focused organization to support our resellers. These appointments will help us do just that."

Handheld's [lineup](#) of rugged tablets, notebooks and handheld computers is specifically developed for field workers in industries such as geomatics, logistics, forestry, public transportation, utilities, construction, maintenance, mining, military and security.

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