

Sisel International appoints Ellie Fordham as GM of Europe

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Sisel International announced the appointment of Ellie Fordham as the company's new General Manager of Europe. With more than 20 years of experience in the health and wellness industry and e-commerce markets, Fordham brings a wealth of knowledge and a proven track record of success to her new role.

Throughout her career, Fordham has spearheaded the launch of new markets and built dynamic corporate teams that consistently deliver results. She is widely recognised for her ability to identify growth opportunities, drive organisational success, and foster collaboration across international business environments. Her expertise in direct sales leadership has helped empower teams and strengthen distributor networks, aligning closely with Sisel International's mission.

"Ellie's passionate and energetic leadership makes her a strong team player," says Tom Mower Jr., Sisel International's CEO and Co-founder. "She is dedicated to helping distributors succeed and turn their goals into reality."

As General Manager of Europe, Fordham will oversee strategic initiatives aimed at strengthening Sisel's presence in the region. This includes supporting distributor success, driving market expansion, and ensuring that Sisel International's innovative product lines in health, wellness, and personal care reach a wider audience across Europe.

Fordham's appointment represents a strategic step in Sisel International's commitment to global growth. With her extensive expertise, she will focus on building strong distributor networks, fostering long-term relationships, and expanding the company's reputation as a leader in science-driven, non-toxic wellness solutions.