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Bergischer HC: entry of former German national player Frank von Behren

“Setting the course of the BHC Marketing GmbH in personnel matters always follow the long term goal of establishing the DKB handball Bundesliga”, the Bergischer HC explains some personnel restructuring and adds: “In this respect the resolution made in January 2014 for the restructuring was realized at due date on 01. July 2015.” Marketing director Philipp Tychy advances to the position of manager and Jörg Föste again holds the position as counsellor. New in the operative team of the Bergischer HC is Frank von Behren as marketing director.

“With the positive annual result we met the requirements to realize the restructuring and integrate Frank von Behren into our team. Especially because of his expertise as TV expert his name has a meaning country wide, if not Europe wide”, Jörg Föste comments the personnel restructuring.

“After working in a foreign sales activity away from handball last year, it was always clear to me that I wanted to work with handball again, because the sport is and remains my life. So I came to talks with the BHC in March after contacting Jörg Föste and I presented my ideas and desires, Jörg gave an insight of the BHC to me”, Frank von Behren describes his way to the BHC.

“An important point was that the club would remain in the DKB handball Bundesliga. After the win against HSV Handball everything became clear immediately and in June we have fixed everything short term. I am delighted for the new task and believe that there remains a lot of potential and the BHC is one of the few clubs in the league who made a positive economic development. Furthermore we have a handball enthusiastic region in the ‘Bergisches Dreieck’”, Frank von Behren explains further. The former German national player takes over the development of the local market region and the national acquisition of partners, TV hosting and match day organization.

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