

MY STRATEGY: THOMAS WÆVER

The European Vice President of eyewear brand Wiley X has transformed the business since his arrival. The key? Choosing specialist partners and making them feel part of the team.

Partnerships

SPECIALIST DISTRIBUTORS MAKE A BIG DIFFERENCE

WAEVER: Going into 2011, we had just one distributor in each European country representing all key market segments, including hunting, shooting and fishing as well as opticians. We changed that strategy. We now work with market-orientated distributors who are focused on their own key sectors. By changing this market approach we now find ourselves being approached by market-leading distributors.

Chemistry

YOUR PARTNERS NEED TO FEEL THE PASSION

WAEVER: We want partners who are just as proud of representing our unique brand as we are. Both parties need to feel the chemistry and mutual respect. I have turned down some potential distributors as they had the 'let's give it a try' attitude. A partnership like this will never work.

Team building

MAKE YOUR CUSTOMERS PART OF YOUR TEAM

WAEVER: We have a saying within the company that Wiley X will only be successful if our distributors are. That is why I try to visit our distributors every year, allowing us to be part of a team instead of just strictly business associates.

Product development

GET AS MANY EXPERTS ON BOARD AS POSSIBLE

WAEVER: The Wiley X European Fishing Team is extremely important to us. You can't apply to become a member – you are asked to join. This allows us to work with the best. As they are all experts, we are learning from them through their involvement with us in product development and new ideas. The input we get is priceless.

Set standards

IT HELPS TO HAVE THE BEST PRODUCTS

WAEVER: One of the reasons behind the success of our sunglasses is the fact that the products were born on the battlefield. In other words, Wiley X products are ready to meet anything Mother Nature can throw at you. All models are certified as protective eyewear and exceed standards not normally used in the fishing world.



Thomas Wæver: career

- **Position:** Wiley X European Vice President and Outdoor Director
- **Marital status:** Married to the 'love of my life'. We have two teenage girls.
- **Nationality:** Danish
- **CV:** Sales and Marketing Manager for 12 years at Guntex (hunting goods distributor); Sales Manager at Laksen (hunting clothing manufacturer) for five years before joining the Wiley X European team in December 2010.
- **Hobbies:** Hunting, my gundog, fishing (predator and sea trout), football, motorsport and my family.
- **Ambition** To grow Wiley X as a global brand by teaming up with the best distributors in each country. To keep pushing our great products and stay true to our philosophy and our passion for our products.

Trends

KEEP ON EYE ON THE MARKET AT ALL TIMES

WAEVER: Anglers across the globe are paying much more attention to optimising their gear than they did a few years back – and eyewear is a key feature. They want sunglasses that bring out 100% of the polarised filter. In our case we offer features like the wraparound fit and patented removable Facial Cavity™ seal, which is standard on all Wiley X Climate Control™ models. We are also seeing a big demand for eyewear which can be delivered with prescriptions lenses. Anglers are also becoming more aware of the safety features of eyewear and how they can protect against flying lures and hooks.



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