

# Maxim Sports Nutrition USA announces new national Director of Sales and Marketing

*Robin Barsantee a former professional athlete, and married to former World Ironman Champion, Michelle Jones, is the perfect choice for supporting rapid growth.*

DENVER, CO , UNITED STATES, May 29, 2015 /EINPresswire.com/ -- [Maxim Sports Nutrition](#), the leader in sports nutrition, and the system of the Tour de France, is excited to announce the addition of Robin Barsantee as the company's Director of Sales and Marketing. This latest hire further solidifies Maxim Sports Nutrition commitment to the U.S. and to growing brand awareness.

Barsantee brings a unique perspective to Maxim Sport Nutrition, as well as a deep personal passion and dedication to the sporting community that comes from a long history as a professional golfer, an avid long distance endurance athlete, and as a competitive age group triathlete that has completed nine full Ironman's.

Barsantee will support both the sales and marketing strategies to increase brand awareness and to continue the momentum of the company's rapid growth since introducing Maxim to the U.S. markets earlier in the year. Barsantee will be responsible for implementing effective sales strategies to build and grow current and potential revenue channels and develop and execute an in-store education strategy not only for consumers but for sales associates, as well.

With more than 15 years of industry

experience in sales, marketing and event management, Barsantee will develop plans to help drive the sports specialty business in the United States. Before joining Maxim Nutrition Systems, Barsantee held positions at some of the channels leading brands, including Titleist, Polar, Zoot, Timex and



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experienced, is exciting,” said Barsantee, Director of Sales and Marketing for Maxim Sport Nutrition USA. “I have tried many products and even tried different combinations to nail down my nutrition, wondering if I added too much or not enough. With the Maxim Sport Nutrition system, I have everything I need and can take the guesswork out of my nutritional planning. Having most of the Tour de France peloton using the Maxim just validates what the science has proven.”

Maxim has been fueling Olympic Gold Medalists, World Champions, World Record Holders, European Cycling Tour teams and Ironman distance champions for over 25 years. The product includes a proprietary blend of European maltodextrin, a non-GMO and the highest form of sustained energy. With Maxim, you get a complete range of electrolytes and essential vitamins from a single source. The [Hypotonic Sports Drink](#) is the fastest way to provide your body with vitamins, energy, and electrolytes.

#### About Maxim Sports Nutrition:

Maxim Sports Nutrition is the first sports nutrition brand on the market and was founded by the British racing cyclist Steve Jennings. Maxim is owned by the publicly traded Health-Supplement giant Orkla Health (Orkla Group), established in 1654 with 35,000 employees and is one of Norway’s largest companies on the Oslo Stock Exchange. Orkla Health is a company which is known and respected in Europe for some of the best known brands within health and food supplements innovation and quality.

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#### MORE ABOUT MAXIM PRODUCTS:

- \* Proprietary blend of European maltodextrin (non-GMO and highest form of sustained energy eliminating nausea)
- \* Complete range of electrolytes under guidance levels developed by the International Olympic Committee (IOC)
- \* Essential vitamins
- \* Single source nutrition for competitive athletes of all levels
- \* Maxim Hypotonic Sports Drink is the fastest way to provide a body with vitamins, energy and electrolytes

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