



World Champion and Current USA Champion joins Maxim Sports Nutrition USA as Vice President of Sales

Maxim Sports Nutrition USA: Europe's leading professional nutrition found in the Tour de France, Olympic and Ironman Championships for over 25 years.

GOLDEN, COLORADO, USA, January 12, 2016 /EINPresswire.com/ -- DENVER, CO. UNITED STATES, January 8, 2016 -Maxim Sports [Nutrition](#), the leader in sports nutrition, and the fuel of the Tour de France and Ironman Champions, is excited to announce the addition of Paul Thomas as the company's Vice President of Sales. This latest hire further solidifies Maxim Sports Nutrition's commitment to the U.S. and to growing brand awareness.

Thomas brings a unique perspective to Maxim Sport Nutrition, as well as a deep personal passion and dedication to the sporting community. This comes from a long history as a professional athlete, a World Duathlon Champion, professional cyclist, USA National Track champion, and sport nutrition industry expert.

Thomas will support both the sales and marketing strategies to increase brand awareness and to continue the momentum of the company's rapid growth since Maxim was introduced to the U.S. markets just last year. Thomas will be responsible for implementing effective sales strategies in order 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 20 years of industry experience in sales, marketing, and event management, Thomas will develop plans to help drive the sports specialty and online business in the United States. Before joining Maxim Sports Nutrition, Thomas held positions at some of the channels leading brands and Active.com.

"Joining Maxim Sports Nutrition and finally offering Europe's leading professional nutrition that has been in the Tour de France and with Olympians for over 25 years is amazing. Having most of the Tour de France peloton using the Maxim [products](#) and seeing so many Ironman Champions use 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 cleanest and 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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"Paul Thomas a former professional athlete, World Duathlon Champion, pro cyclist and USA national track champion, is the perfect choice for supporting rapid growth." says Maxim Sports Nutrition USA President, Brendan Lundy.

MORE ABOUT MAXIM PRODUCTS:

- * Complete range of pre-race, short distance, endurance and recovery sports nutrition
- * Proprietary blend of European maltodextrin (non-GMO and highest form of sustained energy eliminating nausea)
- * Products produced under the guidance levels developed by the International Olympic Committee (IOC) and American College of Sports Medicine
- * Offers single source nutrition formulations for competitive athletes of all levels
- * Maxim Hypotonic Sports Drink is the fastest way to provide a body with essential vitamins, energy and electrolytes in one solution

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