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Frederik Winther

Vice President of Sales and Marketing

Frederick Winther is the vice president of sales and marketing at Bellini Modern Living, a leading wholesaler and distributor of high quality European-style furniture. A 30-year industry veteran, Winther currently leads the company's sales and marketing departments, driving the development of innovative new products, building brand recognition over all distribution channels and delivering impressive results in revenue generation and productivity. His additional responsibilities include recruiting, developing and supervising the North American and South American sales force, and leading strategic marketing and communication initiatives aimed at positioning the company as an industry leader in the markets it serves.

Winther, a native of Denmark, joined Bellini Modern Living in 2014. Prior to his current role, he served as the national sales manager at Star International Furniture, a contemporary furniture wholesaler. During his 11-year tenure, Winther was responsible for recruiting, developing and supervising the North American sales force.

Earlier in his career, Winther held several executive positions with companies such as Business Resource Group, By Design and Scan Design Furniture. Before moving to the United States, Winther joined the Danish Royal Marine Corps serving as a professional soldier on a Motor Torpedo Boat Squadron. Once his first tour was complete, he entered the furniture industry as an apprentice at Olsson Furniture.

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WINTHER BIO

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Winther obtained his bachelor's degree in business from Lyngby Handelsskole University in Denmark. He has been a certified U.S. Coast Guard Auxiliary member since 2015 and served as assistant scout master for the Boy Scouts of America for five years.

Winther enjoys cultural arts as he grew up surrounded by European music and dance. He has many hobbies and interests which include real estate investing, travel, boating and sailing, music and theater, history and art. Winther currently resides in Mount Pleasant, South Carolina with his wife and children.

Founded in 2002 in Toronto, Canada by Hossein Azimi, [Bellini Modern Living](#) is a rapidly growing trailblazer in the luxury home furnishings category, offering an extensive collection of high-quality yet affordable products. Known for its premium upholstered leather offerings, the company also has a strong presence in case goods, including dining, cabinets and more. The company entered the U.S. market in 2007 and has been continuously expanding its industry presence.