



Bluewater



Alexander Provins brings a wealth of revenue growth expertise to Bluewater with two decades of sales leadership experience

Oct 30, 2024 03:27 EDT

Bluewater Appoints Alexander Provins as Chief Sales Officer to drive global sales

Stockholm, Sweden, October 30, 2024 – Bluewater, a leader in water purification and beverage innovation, is excited to announce the appointment of Alexander Provins as Chief Sales Officer (CSO). This strategic move is geared to enhance the company’s sales capabilities and accelerate international growth in a competitive global market.

With over 22 years of extensive experience in sales leadership across various sectors, Provins brings a wealth of knowledge, passion, and expertise to

Bluewater.

“Alexander has an impressive track record of leading high-performing sales teams and driving significant revenue growth,” said Bluewater founder and CEO Bengt Rittri. Previously, Provins served as Director of EMEA at the renowned air purification brand Blueair, where he was responsible for managing sales, marketing, operations, and customer support, along with full P&L responsibility.

“His unique approach to sales, combined with a deep understanding of market dynamics, is precisely what Bluewater needs to accelerate its growth trajectory and solidify its position as a market leader,” Rittri added.

In his new role, Provins will be instrumental in developing innovative sales strategies and enhancing customer engagement efforts across all key markets. His leadership will be pivotal in implementing a strategic vision that is deeply rooted in Bluewater’s commitment to sustainability and technological advancement. By fostering lasting relationships with clients and understanding their evolving needs, Provins aims to ensure that Bluewater continues to deliver exceptional value.

“Joining Bluewater is an incredible opportunity at this vital stage of the company’s global growth,” said Alexander Provins. “I am excited to be a part of shaping the commercial strategy for the group and to accelerate together with the teams. I am confident we will drive the category significantly forward in the upcoming years with our innovative solutions.”

With Provins’ appointment, Bluewater is well-positioned to navigate future challenges effectively. The company remains unwavering in its commitment to customer satisfaction and operational excellence, ensuring these core values continue to guide its strategic decisions.

As Bluewater embarks on this exciting new chapter, the leadership team is confident that Provins will play a key role in propelling the company forward, reinforcing its position as an innovator in the water purification and beverage industry.

For further information, please contact:

Bluewater Press enquiries to Dave Noble , chief communications officer, at David.noble@bluewatergroup.com or call (WhatsApp) [+447785302694](tel:+447785302694)

About Bluewater Group: Founded in 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for [home](#), [work](#), and play. Bluewater Group products are available globally to consumers, hotel and catering operations, event and venue organizations, educational institutions, and for public dispensing. Learn more about our purpose-driven mission on our [website](#).

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Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694