Jasper promoted to Lawo Senior Sales Director Middle East and CIS

Lawo, the German manufacturer of pioneering IP-based audio / video systems and control solutions, announces that Klaus-Joerg Jasper has been promoted to Senior Sales Director Middle East and CIS, immediately assuming responsibility for the additional sales activities in his new function. He will be supported by Alexander

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Yankovski, based in Moscow.

Jasper brings with him over 25 years of experience in the broadcast industry and joined Lawo in 2008. Jasper, who has an MA in Technical Engineering, has most recently been focused on the Middle East, where he already enjoys a reputation as a trusted, reliable, and dedicated customer-orientated personality, whose passion and expertise is highly regarded by key customers and partners alike across all aspects of broadcast, be it studios, OB vans or radio and TV stations.

“I am proud to be a part of the Lawo team; and I am happy that since my appointment at Lawo I have been in a position to deliver the best broadcast products and solutions to customers across the Middle East. Now I am excited to extend the range of customers to whom I can deliver the same level and quality of service and support,” says Jasper. “I am really looking forward to taking on this position, and I believe that my experience and expertise are a strong basis for growing upon our existing successes in the CIS region.”

Craig Newbury, Head of Sales EMEA & LATAM, states: “Klaus-Joerg has a proven track record of international business development, customer acquisition and channel / partner management and his commitment to our customers across the Middle East is evident in everything that he does. His ability to consult with customers and present the most innovative products and solutions from Lawo have contributed to our brand being highly respected across the Middle East, and I know that he has everything needed to replicate this across within CIS. We are very happy to support him as he takes this next step in his career with us.”

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