Martin Braun New Lawo Head of Sales for DACH Region



Lawo, an innovator in broadcast and media technology, announces the appointment of Martin Braun as the new Head of Sales for the D-A-CH region, covering Germany, Austria, and Switzerland. Martin brings with him over 25 years of experience in the broadcast industry, making him a key addition to the Lawo leadership team.

In his new role, Martin will be responsible for driving sales strategies, expanding market presence, and fostering strong client relationships across the D-A-CH region. His deep industry knowledge and proven expertise will be instrumental in furthering Lawo’s commitment to delivering cutting-edge solutions and exceptional service to

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its customers.

Jamie Dunn, Lawo’s Deputy CEO, expressed his confidence in Martin’s appointment, stating, “Martin’s extensive experience and proven track record in sales leadership will be invaluable as we continue to grow and innovate in the broadcast and media technology sector.”

Before joining Lawo, Martin held significant positions at Linde, Pinnacle, and Avid, where he successfully led sales initiatives and achieved substantial growth. Most recently, he was responsible for broadcast and audio sales in the D-A-CH region, as well as Eastern Europe, CIS, the Middle East, and India. He also oversaw the channel partner network and was instrumental in monitoring and supervising all sales activities and processes, including sales growth and pipeline development. Martin is renowned for his strategic vision, customer-centric approach, and ability to drive results.

Commenting on his new role, Martin said, “I am excited to join Lawo and lead the sales efforts in the D-A-CH region. Lawo’s commitment to innovation and excellence aligns perfectly with my professional values, and I look forward to contributing to the company’s continued success.”

Martin holds a Dipl. Ing degree in Physical Engineering from FH Munich. He will be based in Munich, where he will work closely with the regional team to deliver exceptional solutions to Lawo’s clients.

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