

## **Bryan Lee New Sound Devices APAC Sales Manager**



As Sound Devices continues to expand its product offerings, it has also been building its support for the Asia Pacific (APAC) market, bringing on solid regional partners, sponsoring local training and demo events, and improving networking for location sound professionals. Now Sound Devices has brought on a new global sales team member based in the region: Bryan Lee. As Sound Devices' APAC Sales

Manager, Bryan will utilize his 20+ years of experience in the AV industry to continue the support and growth Sound Devices has been making.

Bryan began his career in 2003 in pro-audio retail sales with Hung Brothers Electrical Trading, the first Sound Devices distributor in Singapore. In 2005, he transitioned to Sennheiser Electronic Asia, a Sound Devices distributor for Southeast Asia, serving as a Singapore Sales Executive. At Sennheiser, Bryan worked with RF coordination and frequency planning and delivered solutions for broadcast and live sound. He was promoted in 2008 to Philippines Country Manager and was tasked with developing the business of Sennheiser, Neumann, L-Acoustics, and Sound Devices.

In 2012, Bryan left Sennheiser to join XN3 PTE. LTD, the Southeast Asian distributor for Sound Devices, Wisycom, and Ambient Recording. In that role, he championed the importance of RF distribution and coordination across Southeast Asia, and traveled throughout the region to support end users in broadcast, sporting events, location sound, and live sound environments.

“Bryan brings a special combination of skills to Sound Devices,” says CEO Matt Anderson. “He is adept at using Sound Devices gear, has a keen understanding of the pro-sound market throughout the APAC region, has a strong work ethic, and a brilliant sense of humor. He will be an asset to our company and our partners throughout the region.”

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