Melissa Moskau New AUDAC Sales Director



AUDAC announces the appointment of Melissa Moskau as Sales Director North America, reinforcing the company's commitment to long-term growth and market development across the United States and Canada. In her new role, Melissa will lead AUDAC's North American commercial expansion, focusing on strengthening relationships with distribution partners and key stakeholders while increasing brand visibility throughout the region. She will represent AUDAC at major industry events, support training and brand initiatives, and help lay the groundwork for future operations in the U.S.

Melissa brings more than a decade of senior leadership experience in the professional AV industry, with a strong track record in channel strategy, business development, and partner-led growth. Throughout her career, she has led large, multi-layered sales organizations across North America, overseeing both direct and indirect sales teams and managing national distribution and strategic accounts.

"I'm excited to be joining AUDAC at a moment where there is clear momentum and ambition for North America," says Melissa Moskau. "Leading the commercial expansion in this region allows me to combine my passion for building strong partner ecosystems with growing the visibility of a leading European brand. I look forward to working closely with our distributors and industry partners to establish a strong foundation for the future."

Tom Van de Sande, CEO of AUDAC, adds: "Melissa brings exactly the mix of experience, leadership, and entrepreneurial mindset we need to accelerate our

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growth in North America. Her deep understanding of channel-driven markets and her proven ability to build high-performing partnerships make her a strong addition to the AUDAC team. We are confident she will play a key role in expanding our presence and strengthening our relationships across the region.” With this appointment, AUDAC continues to invest in experienced leadership to support its international growth strategy and reinforce its position as a trusted audio solutions partner worldwide.

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