

Audio-Technica Middle East strengthens Commercial Team



Audio-Technica Middle East has announced the appointment of Rocky Solarta as Business Development Manager (pictured left) and Varun Asokan as Technical Sales Manager (pictured right), further reinforcing its commitment to growth across the region's commercial audio sector. Both roles will focus on expanding Audio-Technica's commercial portfolio, supporting customers and partners across installation, live sound, rental and broadcast applications.

Rocky Solarta has been appointed Business Development Manager, where he will focus on driving new opportunities, strengthening channel partnerships and expanding Audio-Technica's presence in key vertical markets. His role will play a central part in developing strategic relationships and accelerating adoption of the company's commercial audio solutions.

Varun Asokan joins the business with a strong background in professional audio and system solutions. In his new role as Technical Sales Manager, he will work closely with integrators, consultants and end users to deliver tailored audio solutions and technical expertise across the Middle East.

John Dodson, Managing Director, Audio-Technica Middle East, commented: “We are delighted to welcome Rocky and Varun to the team at an exciting time for the business. Their combined expertise and industry knowledge will be instrumental as we continue to grow our commercial offering across our various target markets. These appointments reflect our ongoing investment in talent to better support our partners and customers across the region.”

Akhil Raphael, Sales Director, Audio-Technica Middle East added: “Both Rocky and Varun bring valuable experience and fresh perspectives to our organisation. As we expand our footprint in the commercial audio segment, their roles will be critical in strengthening our technical support capabilities and driving new business opportunities. We look forward to the impact they will make in delivering high-quality audio solutions to the market.”

These appointments underline Audio-Technica Middle East’s strategic focus on the commercial audio sector and its continued commitment to delivering innovative, reliable solutions for live sound, broadcast, rental and fixed installation projects.

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