Audio-Technica Systems Solutions Group Updates



Audio-Technica, an innovator in transducer technology for over 60 years, announces a series of strategic organizational changes and leadership promotions within its Systems Solutions Group (SSG). These changes reflect the company's ongoing commitment to aligning its structure and resources to better serve customers, strengthen partnerships, and support long-term business growth in the commercial audio market. The announcement was made by Mark Humrichouser, Vice President, Systems Solutions Sales and Marketing, Professional Products.

As Audio-Technica continues to expand its presence with national and regional integrators, these updates will help further streamline operations and enhance service capabilities. The company will consolidate its U.S. direct and independent sales resources into two geographic regions - East and West - along with key promotions to lead these areas. Additionally, enhancements to the Applications Engineering team will ensure increased support for customers across North and Latin America, including the creation of a new role focused on market development and engagement with consultants and end-users.

First, the group is consolidating direct and independent sales resources in the U.S. under two geographic regions – East and West. As a result, the group announces the following promotions:

- Jeff Beck (pictured left) has been promoted to the newly created position of Regional Sales Manager, Eastern Region. Beck joined Audio-Technica in 2017. With over two decades of experience in the Pro AV market, he has led successful sales efforts at both the retail and manufacturer levels. In his new position, Beck is responsible for all SSG sales resources and activities from the East Coast to Mississippi, Tennessee, Kansas, Nebraska, and the Dakotas. John Vorndran, Territory Manager, will report directly to Beck.
- Matthew Jensen (2nd from left) has been promoted to the newly created position of Regional Sales Manager, Western Region. Jensen joined Audio-Technica last August as Territory Manager for the Southern California territory. He has extensive experience as a manufacturer's representative, including past representation of Audio-Technica. In his new position, Jensen is responsible for all SSG sales resources and activities from Montana,

Phoca PDF

Wyoming, Colorado, Arkansas, and Louisiana to the West Coast, as well as Alaska and Hawaii. He will continue to work from his home office in the Los Angeles area. Territory Managers Michael Combs and Jason Ingle will report directly to Jensen. Beck and Jensen will continue to report to Reid Peterson, Audio-Technica Executive Director, Systems Solutions.

- Next is the expansion of the Applications Engineering team. This team is an indispensable element of the SSG's customer support foundation. With increased demands to support products in networked environments, provide pre-sales demonstration and project design assistance, and support Canada, Latin America, and Brazil, A-T is expanding the team and creating a new position to focus on market development activities with consultants and key end users. This expansion includes the following appointments:
- Mark Donovan (2nd from right) has been promoted to the newly created position of Director of Commercial Applications. Donovan started at Audio-Technica in 2010 as a Sales Engineer and has been instrumental in building and expanding the Applications Engineering Team. Under his leadership, the team has played a vital role in bridging the gap between sales and engineering, providing essential support to consultants and integrators. In his new position, Donovan will lead the SSG's commercial applications strategy and serve as the primary conduit between the professional and commercial audio markets and the SSG. He will provide sales strategy guidance and act as the key internal liaison for forecasting, supply, marketing, and product development. His leadership and experience make him an ideal fit as we expand our focus in these areas. In his new position, Donovan will report directly to Mark Humrichouser, Vice President of Systems Solutions Sales/Marketing for Americas, Professional Products. In addition to his responsibilities in the U.S., Donovan will join in support of business development with our organizations in Canada, Latin America, and Brazil.
- Dan Pelletier (pictured left) has been promoted to Applications Engineering Manager. Pelletier began his career at Audio-Technica in 2011 as an Audio Solutions Specialist before moving to the Applications Engineering Team in 2016. His dedication and continual development of expertise led to his promotion to Senior Applications Engineer in 2021. Over the years, he has become one of Audio-Technica's leading experts in networked audio technology. In his new role, Pelletier will lead the Applications Engineering Team, providing strategic oversight and guidance to ensure they continue delivering seamless support for product applications and system integrations. His proven leadership and technical expertise will be instrumental in advancing the SSG's ability to effectively support customers and partners. He will continue to report to Mark Donovan, and Kaylee Kainrad, Applications Engineer, will report to Pelletier.

Mark Humrichouser remarks, "As we move toward the fulfilment of our goals, we continue to align the organization to best serve our customers and strategic plans. The focus on national and regional integrators has provided increased opportunities for Audio-Technica in commercial markets, and we have implemented these

Phoca PDF

changes to better position us for future growth. These new positions will strengthen our focus and enhance our service offerings as we continue to advance the organization towards a bright and successful future."

Finally, Audio-Technica announces a new partnership with Mountain AV Marketing, who will be representing the brand in the Arizona, Colorado, Utah, New Mexico, Wyoming, Eastern Idaho, Montana, and El Paso territory. This collaboration aligns with A-T's commitment to expanding its presence and enhancing customer support in key markets.



L-R: Reid Peterson, Chris Hensley

Established in 2021, Mountain AV Marketing is a company with expertise in the field of Professional Audio and Video Product Representation and Marketing. Representing many of the top manufacturers in audio, video, control, and lighting, they strive to enhance and enrich the relationship between our manufacturers and dealers.

"We are confident that Mountain AV Marketing will be a valuable extension of our team, and we look forward to continuing to serve our markets with even greater efficiency and focus," noted Reid Peterson.

www.audio-technica.com

Phoca PDF