Ben Todd joins Martin Audio



Martin Audio has substantially strengthened its technical resource with the appointment of the experienced Ben Todd, as Senior Applications Specialist. The role will also encompass opportunity to intersect with sister brands such as Optimal Audio and TiMax as the wider Focusrite Group Audio Reproduction division gains further ground with coordinated solutions become increasingly prevalent in the installation sector. He arrives following an extensive career with Harman Pro, where he was Senior Application Engineer for EMEA, followed by a brief period at HOLOPLOT. Prior to that Todd was with UK distributor, Sound Technology for nine years - the last six of which he spent leading their technical team.

The skills learnt in complex technical integration will stand him in good stead for his new role, as Martin Audio strives to push further into the integration market with its complementary, cutting-edge brands. “We want to grow organically, focusing further on supporting our clients to deliver premium integration projects, and see where that positions us in a few years’ time.”

Ben Todd is relishing the opportunity to focus on project design, training and market strategy in the installation sector. It was an area he was soon discussing with Martin Audio’s Product Group Manager, Dan Orton, when the two men met at ISE. “We

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talked about how we approach system design, develop product and how to best support customers. I really liked what Dan was about and how he was shaping Martin Audio’s technical set-up.”

Todd’s new role at the High Wycombe operation was duly confirmed. He quickly recognised the impact of “the family of brands coming together, and forming a cohesive eco-system that was starting to emerge like a little star cluster.” He added: “It’s a really impressive portfolio, each brand retaining its unique brilliance but now there’s a little extra gravitational energy to help move one another forward together. With my background in complex integration, it’s an exciting time to come onboard, particularly with all this great R&D happening within a few miles of one another.”

He noted the strength of the technical team. “The Group is going from strength to strength,” he observed. “As we look across these brands, we know we have something we can leverage as we grow together, and put the time and effort in to train and support delivery through our distribution partners and integrators. As we continue to do this, we’re keen to demonstrate to integration leaders and consultants that we’ve really thought things through, and that being a good partner in the industry is something that is at the core of what we believe in.”

Martin Audio’s signature sound, developed over six decades, he says remains impressive. “The voicing and tuning of their systems has traditionally been great, with a lovely accuracy in the HF response, that means that you can really get into and enjoy every detail of the music. Today, of course, it’s their innovative and impressive cohesive electronic optimisation technology in their line arrays that is now universally recognised.”

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