Brad Berridge bolsters Focusrite Group US



The Audio Reproduction division of Focusrite Group US, which comprises amongst others Martin Audio and TiMax, has significantly strengthened its senior team with the recruitment of multi-accoladed theatre sound designer, Brad Berridge - previously Director of Sound Operations for Feld Entertainment. As the newly-appointed Market Development Manager – Theatre, Immersive and Education

Phoca PDF

Markets, Berridge will bring his vast experience to the role to call on theatrical sound designers, venues, theatre production providers and audio engineers, whilst in the education space he'll be calling on those that offer live sound as well as theatre degrees and training.

Berridge is already very familiar with Martin Audio given his eight years overseeing the sound for all Feld productions, many of which used Martin Audio solutions including Disney on Ice, Marvel Universe Live, Monster Jam: Thunder Alley and Nickelodeon's Slime City. Feld productions collectively play in 50 countries to 30 million people every year. Qualifying his new role, he said, "I have been a very happy end user and part of the #MartinAudioFamily for the past eight years. I am familiar with a great deal of the Martin Audio portfolio and have extensive experience with Wavefront Precision, MLA and CDD."

The alliance between the two parties was forged following a conversation with Martin Audio MD, Dom Harter regarding a potential career move. "I had been soliciting his advice since the fall of 2023, and after a few further conversations both with him and [VP Sales, North America] Lee Stein my feelings were that Martin Audio and the wider Focusrite Group was best aligned with my values."

Speaking of goals, he continued, "Since I have had much creative focus in the immersive space for the last few years, I see a challenge with how we talk about these systems to the industry. The technology is cool, and as an industry we have focused on that. But we also need to talk about it in a way that considers how it will be used and by whom. "I want to show the industry, as a whole, that deploying spatialized/immersive sound systems is what our audiences deserve. I will do this through helping to redefine how we engage end users, how they are demonstrated, and ultimately getting them in the hands of more people. The combination of Martin Audio and TiMax spatial audio solution makes for a compelling proposition." His immediate priorities, he concluded, would be "to better understand all brands that Focusrite Audio Reproduction division has to offer, which also includes Linea Research and Optimal Audio."

Brad Berridge, who will report to Lee Stein, couldn't be more positive about his new role. "Having known everyone at Martin Audio I can see they truly live out the idea of #MartinAudioFamily and I'm excited to understand and extoll the virtues of their sister brands too." Berridge starts as of June 1st and will join the rest of the team for InfoComm 2024 in Las Vegas.

Welcoming him, Lee Stein added, "We're at a really exciting juncture where the combination of brands working both individually and collectively offer significant benefits to users and we now need a focus on core verticals to develop that potential. Knowing Brad, he will bring energy, expertise and fun to the team while helping to establish a stronger position in theatre and educational establishments for our brands."

www.martin-audio.com

Phoca PDF