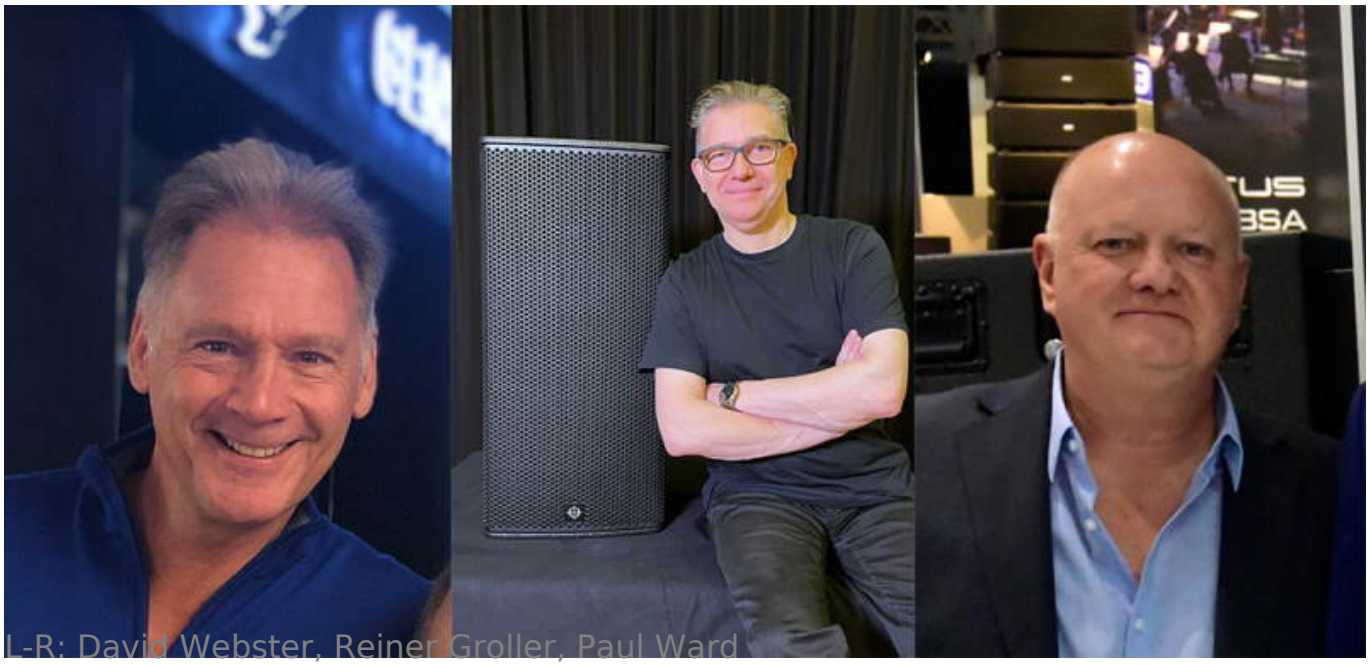
CODA Audio Restructures and Expands Management Team



L-R: David Webster, Reiner Groller, Paul Ward

The appointment of Reiner Groller to the position of Business Development Manager, Europe, sees CODA Audio grow its senior team in response to rapidly increasing global demand for its products. With a proven thirty-year track record of working for international companies in the audio engineering and manufacturing sector, Reiner will be based at the company's HQ in Hanover, where he will be ideally placed to oversee the continued development of CODA's customer base and distributor network across the continent.

This move is part of a wider restructure and expansion of the entire CODA Audio operation, as Global Sales and Marketing Director David Webster explains: "The soaring global demand for CODA systems required that we looked at every area of the business to make sure that our customers retained the best possible access to our products and services. Bringing in a vastly experienced operator like Reiner consolidates our operations in Europe, and maintains our capacity to respond efficiently to growing customer demand in the region. It also allows Global Business Lead, Paul Ward, to focus more attention on key accounts, while continuing his strategic work in cementing our distributor and dealer networks across the rest of the world. In support of this, my own role has been diversified to include a sales element in which I will work alongside Paul and Reiner. These are very exciting times for CODA - Reiner's appointment is the first of a number of initiatives that we'll be bringing forward to meet the challenges posed by our sustained growth."

Reiner Groller sums up his new role: "I'm really excited by the new challenges that this role brings, and also looking forward to further developing my existing skills working with a company which focuses squarely on innovation and customer satisfaction. Our focus is always on seeking to support our customers and

Phoca PDF

distributors in the most effective technical and commercial ways possible, ensuring that as well as creating the very best audio systems, CODA is able to respond with agility and speed to meet all their requirements.”

www.codaaudio.com

Phoca PDF