

Five New CODA Audio USA Rep Firms



New CODA Audio USA Managing Director Mark Meding has announced the appointment of five new rep firms to significantly increase the company's reach in the United States professional audio market. The new firms add serious weight to CODA Audio USA's existing network of representation, bringing on board yet more experience and expertise to propel the brand forwards. The picture above shows (from left to right, starting from the row above): Juan Jane (Caliber Sales); Gene Williams (Frequency Sales); Marco Colindres (Bassett Sales).

MultiPoint Integrated Technologies will represent CODA in Texas, Louisiana, Oklahoma, Delaware, Washington DC, Maryland, Western Pennsylvania, and Virginia Beach, whilst Frequency Sales will take care of Illinois and Wisconsin. UC Technology Partners will take the reins in Connecticut, Rhode Island, Vermont, Maine, Massachusetts, New Hampshire, and Upstate New York, with Caliber Sales looking after Florida. Completing the new lineup is Bassett Sales Corporation who will operate in Hawaii, Northern California, and Northern Nevada.

Mark comments: "The vast combined experience and talent of these firms added to our existing partners, gives us a huge boost as we seek to embed CODA Audio's presence deeper into the US market. I've enjoyed great relationships over many years with some of the key personnel in these highly successful businesses, and I'm confident in their proven ability to bring CODA to the forefront with real impact."

Tom Bensen founder of MultiPoint looks ahead: "We're looking forward hitting the streets carrying the CODA flag and developing a mutually beneficial relationship that will contribute to CODA's success in the coming months and years."

Founder Gene Williams sees the addition of CODA Audio as a important addition to the Frequency Sales portfolio: "CODA's engineering excellence, and commitment to advancing professional audio makes them an outstanding addition to our portfolio. We look forward to expanding their presence and supporting our partners with world-class solutions."

Principal & Co-Founder at UC Technology Partners, Aaron Chisena is upbeat: "CODA's reputation for innovation, performance, and sound quality makes them a perfect fit with our commitment to representing best-in-class manufacturers across New England and Upstate New York, and we're excited about the opportunities ahead."

CODA's technologies align perfectly with the Caliber Sales ethos according to Founder, Juan Jane: "Partnering with CODA Audio is an exciting milestone for us at Caliber Sales. It is clear we share the same passion for innovation, design, and creating exceptional experiences. This partnership represents our commitment to delivering the very best in next-generation technology."

Mark Dodge, Intelligent Systems Marketing, Bassett Sales Corporation, sees CODA technology as inspiring: "CODA Audio's relentless pursuit of acoustic excellence, combined with elegant engineering and a commitment to solving real-world design challenges, sets them apart in our industry. We're honored to represent a company that shares our passion for innovation and performance, and look forward to expanding CODA Audio's presence throughout the West."

www.codaaudiousa.com