New Vice President Global Marketing for d&b audiotechnik



d&b audiotechnik announces the appointment of Mike Case to Vice President Global Marketing effective February 1st, 2023. The new role will also include continued responsibility for Segment (Market) Development and Artist Relations. Case, who has over 30 years of experience in the industry, brings a strong business, brand and product knowledge to this newly-defined function. Previously, as APAC Territory Manager, he set up and ran the subsidiary in Singapore, successfully expanding the d&b footprint in the region.

“Mike is the perfect fit for this role,” says Stephan Greiner, Chief Operating Office at d&b audiotechnik. “His comprehensive knowledge of our industry, our technologies and experience with customers and users of our system solutions, along with his unconventional and creative approach, will support brand development and our sales enablement in new and exciting ways. I’m very pleased that he is taking over this new role and wish him and his entire team every success.”

“Here at d&b I know we are looking forward to a bright and innovative future. With the technology and creative trends that are reverberating through the music and entertainment industry there surely cannot be a more exciting time to be involved with this company, its people and products,” comments Mike Case. “I’m incredibly excited to be taking on this position which has such legacy in terms of d&b’s famous take on brand and marketing. Alongside this, leading a great team of talented and dedicated individuals whom I look forward to helping deliver yet more cool, passionate, quirky and visionary messaging to our global community of users

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