DAS Audio Appoints Michael Rodriguez



DAS Audio of America, the North American subsidiary of Valencia, Spain-based DAS Audio, a leading manufacturer of loudspeaker systems, power amplification, and related products for the sound reinforcement market, is pleased to announce the appointment of Michael Rodriguez to the position of Marketing Manager for North America.

Rodriguez' key responsibilities include deploying successful marketing campaigns from implementation through execution, ensuring effective marketing communication between the company and its customer base, oversight of all

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tradeshow management functions, supervision of the company's North American online presence, and more. Rodriguez is stationed in the Miami, Florida USA headquarters.

Rodriguez brings a wealth of experience to his position at DAS Audio. A lifelong musician and audio engineer, he previously served as Territory Manager for McFadden Sales of Westerville, OH., the Midwest's premiere sales and marketing company for representing professional audio, video, and technology manufacturers. In this capacity, he gained invaluable experience interfacing with the various sales channels while learning and addressing the challenges of each market. Rodriguez also gained experience working for Guitar Center and is a member of the NAMM Young Professionals Group, as well as a few other industry organizations.

Reflecting on his new role at DAS, Rodriguez offered the following comments, "Throughout my career, I have been fortunate to gain a well-rounded perspective of the various challenges our industry encounters as well as the methodology for addressing such matters. I've come to understand the concerns equipment manufacturers routinely deal with while also having firsthand experience addressing these issues at both the local and regional level. DAS has a well-deserved reputation for excellence in pro audio and I am honored to be joining the company. I look forward to helping DAS reach the next level in its success."

Jaime Villegas, General Manager at DAS Audio of America, is equally enthusiastic about Rodriguez' addition to the DAS team, "Michael brings a wealth of skills and experience to our company, and I have every confidence in his ability to make a significant contribution to our efforts. His background experience provides him with a solid understanding of the challenges his new position entails, and I am confident he will be a tremendous asset to our team. All of us at DAS Audio welcome him aboard."

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