Thomas Garin for HK Audio Business Development



HK Audio has continued its international growth strategy with the appointment of Thomas Garin as its new Business Development Manager for France. Garin is the first Business Development Manager of this kind to take on a key role within the long-standing collaboration between HK Audio and Algam, and will play a key role in further strengthening the brand in France. The picture above shows Benjamin Garnier (CEO Algam), Gérard Garnier (President Algam) and Stephane Pataud (Division Director Algam Audia) in the front row, while Marco Zeidler (Head of Sales Western Europe), Thomas Garin (BDM HK Audio) and Christian Jordan (CEO/CMO HK Audio) are in the back row.

In his new position, Garin will work closely with the French partner's sales team to tap into new market potential, further expand HK Audio’s presence, and create additional visibility, particularly in France’s rental and installation segment. He will work directly with Marco Zeidler, Head of Sales Western Europe, who is responsible for HK Audio's activities in France and within the Algam Group.

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It was Garin’s technical expertise and international experience that made him the ideal candidate for this newly created role. He has many years of experience in the pro audio and lighting technology sector, alongside extensive expertise in B2B sales, distribution management, and strategic business development. “I have known HK Audio and its competitors for over 20 years, from my first Lucas 600 to mixing FOH for events with up to 1,000 people,” says Garin. “Representing this brand today feels like coming full circle.”

“With Thomas joining our team, we are taking the long-standing relationship between Algam and HK Audio to the next level, also in strategic terms,” notes Gérard Garnier, President of Algam. Stephane Pataud, Division Director Algam Audio, adds: “After a long and careful search, we are delighted to welcome Thomas to our team. His personality, experience, and skills will help us to further develop the market together with HK Audio, especially in the rental and installation sector.”

HK Audio’s management team is also very confident about the collaboration. “Thomas Garin brings exactly the right mix of market knowledge, strategic vision, and practical experience that we need for the next phase of growth in France,” says Christian Jordan, Head of Sales and Marketing at HK Audio. “We are very pleased to have him on board and are convinced that he will significantly advance the HK Audio brand.”

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