

HK Audio appoints Isabelle Wear



HK Audio announces that Isabelle Wear has taken up the position of Head of Sales Emerging Markets, effective November 1. In this role, she will be responsible for the Middle East and Africa, India, Australia, and New Zealand regions. Isabelle Wear has extensive experience in international sales management and the supervision of important distribution networks. Many in the pro audio industry already know Isabelle from her time at Interfacio, where she and her team successfully managed and mastered recruitment projects in the pro AV industry. After 13 years in her recruitment company, she is now returning to a sales and business development role.

In her new role Isabelle will lead HK Audio's business development across the Middle East and Africa, India, Australia and New Zealand. Working closely with David Leonhard, HK Audio's International Sales Manager for these regions, she will focus on strengthening existing partnerships and expanding the German audio specialist's presence in these important markets.

"With Isabelle, we are gaining an internationally experienced personality who will

HK Audio strengthens International Sales Team

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significantly support our strategic goals in the region,” says Christian Jordan, CSO/CMO of HK Audio. “Her deep understanding of the market, her entrepreneurial mindset, and her network make her the ideal addition to our team.” HK Audio warmly welcomes Isabelle Wear and looks forward to working with her and to a successful future together.

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