Sean Kollak New HK Audio Head of Marketing Communications



HK Audio, a manufacturer of professional sound reinforcement solutions, is starting into the future with fresh vigour: Sean Kollak is taking over the position of Head of Marketing Communications with immediate effect and will further strengthen the strategic direction of the brand. With over 20 years of experience in digital brand management and corporate communications, Sean Kollak brings extensive expertise in the areas of online marketing, social media and search engine optimisation. He has already developed and successfully implemented numerous innovative brand strategies.

‘HK Audio stands for outstanding quality made in Germany and innovative solutions in the pro audio industry. This basis offers me the perfect opportunity to contribute my 360° marketing expertise and provide new impetus. The website relaunch for ISE 2025 will be a particular highlight - with an integrated product information management system, we are creating a future-proof platform to manage the diversity of our product range centrally and with more efficiency,’ explains Sean Kollak.

Christian Jordan, Chief Sales and Marketing Officer (CSO/CMO) of HK Audio, is enthusiastic: ‘With Sean Kollak, we are gaining a visionary who will take the HK Audio brand to the next level with his expertise and passion. His innovative approach and strategic view of communication will help us to further consolidate our position as a leading provider of pro audio solutions.’

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His first tasks will include expanding the reach and visibility of the brand, intensifying engagement on social media channels and optimising brand communication across all platforms. With Sean Kollak as Head of Marketing Communications, HK Audio is sending a clear signal for the future: innovation, focus and a strengthened brand are at the centre of the company's next chapters.

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