Innosonix appoints Richard Van Nairn



Innosonix GmbH has announced the appointment of Richard Van Nairn to the role of International Technical Sales Manager. Founded in 2009 by CEO Markus Batz, the Ahorn, Germany-based digital electronics manufacturer is known for its class-leading multi-channel professional amplifiers which offer the highest channel count per rack space currently on the market.

Richard will be responsible for developing and expanding the company’s sales channels from a UK-based office, supporting existing and appointing new distributors on a global basis. An accomplished sales professional whose most recent industry experience includes seven years as technical sales manager at Martin Audio, he brings to the role an in-depth knowledge of digital electronics and its many applications in permanently installed sound systems, as well as clear enthusiasm for helping to drive Innosonix’s international growth.

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Richard comments: “I’m excited to have the opportunity to expose the market to the highly innovative and also less-well known benefits of these great sounding and highly functional amplifiers. I’ve long been aware of Innosonix’s unique design approach to the power and control side of fixed audio installations with their MA series amplifiers. In addition to their high channel count of up to 32 channels in just 2U of rack space, systems integrators can benefit from features such as the energy-saving auto signal detection function which turns unused channels off in a multi-zoned installation when they’re not actually passing signal. These together with the advanced integrated software and multiple input protocols make Innosonix amplifiers clear leaders in their class.

“I’ll be working closely with Markus and the R&D team and management to develop a strategy and identify priorities to drive sustained expansion in market and geographical areas not previously addressed up to now.”

“We are delighted to welcome Richard to the Innosonix team and are already benefiting from his vast experience in professional audio sales,” said Sam Nankivell, director of sole UK distributor 2B Heard. “We look forward to developing strong long-term partnerships with distributors and integrators in existing and new locations.”

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