New ACT Entertainment Vice President of Strategic Partnerships



ACT Entertainment has appointed James Oliver to the position of Vice President of Strategic Partnerships. As a proven executive with a track record for growth, Oliver has a demonstrated history in the professional audio industry of bringing ambitious brands to new heights. In his new role, Oliver has been tasked with developing a live sound division that mirrors the success ACT has created for its other partners in the entertainment space.

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“We are pleased to have James join us in our efforts to increase ACT’s position as a leader in the professional audio market,” says Dale Williams, President and COO of ACT Entertainment. “James brings decades of technology-focused sales, marketing and strategic planning experience that will be pivotal in our initiatives. PK Sound has been a welcome addition to our wide array of product offerings, and I am confident that James will help further drive growth across all our product lines.”

Oliver previously served as Partner and Chief Strategy Officer at PK Sound. During his tenure, PK grew more than 600-percent, while the brand gained recognition as a leader in the premium segment of the global touring and installation markets. Prior to that, as Director of Marketing and Sales of Adamson Systems Engineering, Oliver oversaw the rapid growth of its global distribution network. He is also a Juno-nominated recording artist with Canadian band, The Strumbellas. Oliver studied advertising at Ontario’s Sheridan College before traveling abroad to complete a bachelor’s degree in communications and media from the Western Sydney University in Australia. He returned to Western University in London, Ontario to conclude his education in media information and techno culture.

“I have had the pleasure of working with ACT since the partnership with PK Sound was announced late last year, and I look forward to developing that relationship further now as a direct member of the ACT team,” says Oliver. “The ACT brand is renowned for world leading professional AV solutions. The company has invested in the infrastructure, inventory and customer support teams that elevate the market position for the manufacturers and companies under their care. I’m excited to participate and bring a new dimension to the company’s already elite product portfolio.”

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