

## Joel Majgier joins Powersoft



Powersoft, a company with expertise in energy-efficient pro-audio amplification, has announced the appointment of Joel Majgier as its new consultants and key accounts manager in the US. With nearly 30 years' pro-AV experience, Joel's expertise will be a major asset as Powersoft continues its growth in the United States. "I've spent over two decades in professional AV, and I see huge potential for growth with Powersoft," says Joel. who was named by Commercial Integrator as one of its 40 Influencers Under 40 in 2015. "The reputation of the brand is exceptional, and the people within the company are committed to delivering best-in-class service to both our dealer base and the venues we work with. That level of dedication is something I'm excited to be a part of."

Joel came to Powersoft after being impressed by its industry contributions – pioneering the design and development of technology now considered the standard. "The praise from integrators and end users across the pro-AV market is unprecedented," he says. "After speaking with industry colleagues, I knew this was the team I wanted to join."

In his new role, Joel hopes to help expand Powersoft's footprint in the US, with the aim of becoming the market leader in power amplification for the pro-audio sector in the next three to five years. The US market currently makes up around a quarter of Powersoft's revenue – a figure that is expected to increase in the coming years.

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Tom Knesel, general manager and COO of Powersoft US, comments: “We’re thrilled to welcome Joel to the Powersoft team. His extensive industry expertise will play a vital role in driving our growth across North America, and we’re excited to have him with us.” Joel adds: “I’m looking forward to working closely with our industry partners and strategic alliances to build on the successes that have already been achieved.”

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