

Kelly Fair New Lectrosonics National Sales Manager



Lectrosonics, a manufacturer of wireless microphone systems and audio processing products for the film, broadcast, theater, music, live sound performance and installed sound markets, is pleased to announce the promotion of Kelly Fair to the position of National Sales Manager for the company. In his new role, Kelly Fair will be heading up the US sales team and its representatives, serving the company's diverse customer base in a variety of marketplaces, always with the goal of complete customer satisfaction.

Kelly Fair has served as Western Regional Sales Manager at Lectrosonics since joining the company eight years ago. Prior to joining the company in 2015, Fair served as President of Esfera Group, a broadcast equipment design and sales company for mobile production trucks. He served six years as Head of Sales, North America at Riedel Communications, developing and managing North American distribution. Prior to that, he spent 13 years with Sennheiser Electronics Corporation as Southwestern US District Sales Manager, Professional Products. Kelly Fair brings his extensive successful sales, product management and business development

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experience in the pro sound industry to this newly expanded role.

"Kelly is a total pro and I've known him a very long time," says Karl Winkler, Executive VP of Product Design and Distribution. "I'm really pleased that we are able to move him into this new role, as he is a real asset to the sales team."

"Lectrosonics is a company that pays careful attention to detail. This crosses over into product development, customer service and technical support for our impressive variety of users. We take pride in our customer relationships, and this shows through in our accessibility," adds Kelly Fair. "I look forward to providing that same level of service. I am thrilled about assisting our current customers and new markets find the solutions to their production needs."

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