L-Acoustics appoints Olivier Maynard



L-Acoustics, the global leader in premium professional audio, has appointed Olivier Maynard as Executive Director of Strategic Market Development and significantly expanded the recently established division's capabilities to accelerate growth across key vertical markets worldwide. The new Strategic Market Development division regroups three core disciplines – Business Development, Creative Engagement, and Market Intelligence - working in close coordination with regional sales teams to drive demand and strengthen L-Acoustics' position in both established and emerging markets. Olivier will also be spearheading commercial innovation, developing new business models from concept to implementation throughout the organization. Joining the company’s Executive Committee, he will work alongside the leadership team to integrate market development and new business models into the company's long-term vision to connect humans through the best shared sound experiences. Olivier reports directly to L-Acoustics co-CEO Laurent Vaissié.

The Strategic Market Development division is charged with understanding L-Acoustics markets at the deepest level, building relationships with end users and influencers, and creating demand for the company's innovative technologies across diverse vertical applications. From touring and festivals to houses of worship, sports venues, themed attractions, corporate events, and architectural installations, the team develops targeted strategies that connect L-Acoustics technical excellence with the specific needs and aspirations of each market segment.

"In an industry where detailed market data is scarce, our ability to truly understand our customers, their challenges, and their ambitions gives us a decisive advantage," says Maynard. "Our mission is to support our clients’ business by engaging end users in ways that are inspirational and experiential rather than purely technical -

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speaking to artists, architects, venue owners, and creative professionals about the creative potential when exceptional sound becomes part of their vision. By working hand-in-hand with our sales teams in every territory, we're creating sustainable demand that benefits our entire partner ecosystem."

Maynard brings extensive experience in strategic market development and business model innovation. He spent over a decade at Boston Consulting Group leading projects in go-to-market strategy, sales, and digital transformation for industrial companies before joining Groupe Beneteau, a global leader in recreational boating, as Director of Digital, New Business Models, and Transformation. In that role, he led the company's digital strategy and served as Deputy CEO of Services, developing innovative financing and service models. At L-Acoustics, he will apply this expertise to professionalize the division's approach to vertical markets while exploring new business model opportunities that keep L-Acoustics at the forefront of industry innovation.

Creative Engagement focuses on building authentic relationships with influencers and decision-makers who shape the audio industry - artists, architects, designers, and creative professionals. This team communicates through inspiration and experience, demonstrating how L-Acoustics technologies enable extraordinary creative outcomes. This approach is particularly crucial in markets where L-Acoustics is developing brand presence, creating awareness and market demand.

"This organizational structure reflects our commitment to a more strategic, vertical-focused approach to market development," Maynard continues. "Rather than reacting to market opportunities as they arise, we're building deep expertise in each vertical market to understand the key countries, the decision-makers, the unique value propositions, and the optimal partner strategies and lead the way. This brings greater efficiency and performance across the entire organization while positioning us to explore innovative business models that will define the future of our industry."

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