# Lectrosonics appoints Jonathan von Rentzell



Lectrosonics, a manufacturer of world-class wireless systems for broadcast, film and TV production, location sound, houses of worship, live sound, and theatrical applications, is very pleased to announce the hiring of Jonathan von Rentzell as Central U.S. Regional Sales and Technical Manager. Jonathan will play a vital role in Lectrosonics' business across 19 states: North Dakota, South Dakota, Wyoming, Nebraska, Colorado, Utah, Kansas, Oklahoma, New Mexico, Texas, Arkansas, Louisiana, Indianna, Iowa, Missouri, Minnesota, Wisconsin, Illinois, and Michigan.



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Jonathan’s position at Lectrosonics will draw on two equally important qualities: his astute eye for sales and business opportunities and his understanding of the theory, technology, and operation of wireless audio. Hence, his activities will include presenting Lectrosonics products to rep firms, dealers, and systems integrators, as well as existing and potential customers.

Jonathan comes to Lectrosonics from an extensive background in the pro audio and musical instrument industry. Beginning with a fine arts education, he earned an audio engineering degree from SAE Institute in Amsterdam, then helped record such notable artists as singer Jennifer Hudson at staple Chicago studios like Pressure Point and Urban Recording. A stint as sales and training manager at a Guitar Center store led to brand opportunities, including managerial sales positions with microphone manufacturers BLUE and Aston. Recently, was also the sole U.S. representative for Dotterel Technologies, a company specializing in isolation mics designed to capture sound in high-noise applications such as drone-mounting.

Lectrosonics’ commitment to not only quality but also a human-scale culture is cited by many customers, and it’s also what drew Jonathan to apply for the position. “My experience in the industry, sometimes for brands with very large corporate parents, made me realized I wanted to work for a U.S. based manufacturer that was also a tight team obsessed with quality,” he says. “Lectrosonics makes the best wireless equipment out there. There’s a lot behind the box, so to speak - you’re getting a white glove experience no matter what products you buy from us. Not only that, but the family mentality really appealed to me. I know that any decision I make will get recognized by more than just the person sitting next to me.”

“We’re excited to add Jonathan to the Lectrosonics field sales team,” says Karl Winkler, Executive Vice President of Product Design and Distribution at Lectrosonics. “His extensive background in music and audio technology and sales management makes him a great fit.”

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