Mark Mayfield New Meyer Sound Director of Cinema Sound Marketing



Meyer Sound welcomes Mark Mayfield as Director of Cinema Marketing. In this newly created role, Mayfield will drive Meyer Sound’s strategic expansion in the cinema market, reaffirming the company’s position at the forefront of professional cinema audio solutions. Mayfield brings a wealth of leadership experience spanning many aspects of the industry, including sales, marketing, editorial, educational, and product development roles. His extensive background in the cinema, professional audio, and AV sectors includes managerial positions with manufacturers including Bose, JBL Professional, Eastern Acoustic Works, and QSC. While at JBL Professional, he co-developed the first practical three-way screen channel loudspeaker system, which was installed in the Academy of Motion Pictures Arts & Sciences’ Samuel Goldwyn Theatre.

Mayfield has been an adjunct faculty member at the InfoComm Academy; he served as editorial director of Sound & Video Contractor and Pro AV magazines and was the founding editor and co-creator of AV Technology magazine, focusing on the convergence of AV and IT. These diverse experiences uniquely prepare him for his leadership role at Meyer Sound, where he will leverage his multifaceted expertise to drive cinema marketing efforts as the company advances in the vertical.

“At a time when other audio manufacturers are shifting away from cinema

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technologies, Meyer Sound is moving the other direction, doubling down on our initiatives in the space," says John McMahon, Senior Vice President. "We have some exciting developments coming, and the timing couldn't be better to bring Mark on board. His expertise, vast industry network, and sheer depth of knowledge are unparalleled."

"In the age of Dolby Atmos and ultra-high-resolution visual technologies, people are demanding more from their exhibition experiences," McMahon continues. "At the same time, studios are producing an unprecedented amount of premium content that takes advantage of high-performance loudspeakers. When it comes to cinema solutions, Meyer Sound has an incredible story to tell, and we look forward to Mark leading those efforts."

"I believe the exhibition industry is on the cusp of another leap forward in presentation quality," says Mayfield. "I have been an admirer of Meyer Sound and its breakthrough audio technologies ever since I heard legendary engineer Roger Nichols demo the HD-1 studio monitor back in 1989. I'm looking forward to playing a role in solidifying Meyer Sound's position as the premier provider of superior cinema sound, from the dub stage to the finest movie theaters." Mayfield holds an MBA in marketing and is an AIPMM-certified product manager. He is currently Vice President of the International Cinema Technology Association, co-chair of its Education and Training Committee, and program chair of the annual ICTA Los Angeles Seminar.

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