New Powersoft US Sales Director



Powersoft, a company with expertise in energy-efficient pro-audio amplification, has announced the appointment of Mitch Rauch as its new sales director for the US market. With more than 20 years' pro-AV channel management experience, Mitch's expertise will be a major asset as Powersoft continues its growth in the United States. Mitch, formerly of Opticis, Vivitek and BenQ, among other well-known AV industry names, will be based in Powersoft's US headquarters in Flanders, New Jersey. There, he will focus on driving growth in existing verticals while also exploring new opportunities for Powersoft's patented, high-end audio technologies.

"I've spent over two decades managing professional AV channels, and I see huge potential for growth with Powersoft," says Mitch. "The reputation of the brand is rock solid, 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."

Phoca PDF

Mitch came to Powersoft after being impressed by the praise that its amplifier platforms receive from integrators and end users across the US audio market. “A friend of mine who had just completed a job with Powersoft couldn’t stop raving about the amplifiers,” he explains. “The very next day, I saw a job opening for a role with them and took it as a sign to pursue the opportunity. After speaking with industry colleagues, all of whom told me Powersoft is the best in the business, I knew it was the right decision.”

In his new role, he 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. Tom Knesel, general manager and COO of Powersoft US, comments: “We are delighted to welcome Mitch to the Powersoft family. His deep industry experience will be key to our future growth in North America and we couldn’t be happier to have him on board.” Mitch Rauch adds: “I’m looking forward to working closely with the team and our industry partners to build on the successes that have already been achieved.”

www.powersoft.com

Phoca PDF