Mizzen Marketing New Lectrosonics Manufacturers Representative



Lectrosonics announces the appointment of Mizzen Marketing as its new manufacturers’ representative firm for the TOLA region (Texas, Oklahoma, Louisiana, and Arkansas). Effective immediately, Mizzen Marketing will represent the full Lectrosonics product line, bringing their renowned technical expertise and customer support to the pro-AV, house of worship, and production sound markets in the territory. The picture above shows Doug Hall, Marc Quin, Lisa Peveler, Joel Wiilliams, and Alec Brognano.

Founded in 2005, Mizzen Marketing has established a strong reputation for providing superior support to manufacturers and integration partners. Under the recent leadership of Principal and President Lisa Peveler, who acquired the firm in late 2025, and partner Alec Brognano, the company has, as described by Peveler, “launched into a Mizzen 2.0 era.” This evolution expands their focus beyond traditional audio/video integration to include a robust portfolio of high-end audio and production solutions.

"We are thrilled to partner with Mizzen Marketing to represent Lectrosonics in this vital territory," says Jonathan VonRentzell, Lectrosonics Regional Sales Manager. "Lisa and her team bring an incredible depth of industry knowledge and a fresh energy to our sales support in the region. Their technical expertise in system design and their strong relationships within the integration and consultant communities align perfectly with our commitment to engineering excellence. We are confident they will provide the rock-solid support our users expect."

Mizzen Marketing specializes in creating product awareness through in-person and virtual demonstrations, system design expertise, and technical training. For Peveler, the addition of Lectrosonics fits the firm's mission to carry high-integrity solutions that offer distinct advantages to their clients. “Lectrosonics stands for the type of quality, customization, and high-integrity products that we carry at Mizzen

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Marketing to help differentiate ourselves," says Lisa Peveler. "We are looking forward to working with Jonathan and the Lectrosonics team; they are authentic, knowledgeable, and helpful. We are excited to get demonstration gear out in the field so our customers can start experiencing the benefits. Once people discover the Lectrosonics product line - and the competitive advantages it offers - we know it will gain even further popularity."

www.mizzenmarketing.com
www.lectrosonics.com

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