

## **MONACOR INTERNATIONAL gets back-up in Business Development and Sales**

**With drive and expertise active in attractive markets**



With a remarkable combination of product and service, The Audio Company MONACOR INTERNATIONAL has reinvented itself in recent months. In line with this, two key positions in management have now been filled with noted industry and sales professionals.

In the newly-created position of international Director Business Development, Thomas Mikus will focus on the development and expansion of existing and new sales markets in the professional audio fields of installation, rental and retail. The trained businessman, software developer and active musician has around 30 years of experience in the audio industry. From this expertise various important companies could already benefit in the past.

Thomas Mikus will be responsible for trendsetting corporate projects for the international expansion of sales activities as well as the further professionalisation of solution concepts for retailers, expert installers, planners and AV integrators. A market-oriented team of product managers and key account managers will support him. Thomas Mikus comments: "Products from MONACOR have always been part of

my audio life. There is a lot of expertise here combined with the courage to innovate. I am happy to help optimising processes, designing new products and winning the associated sales markets.”

As Director Sales, Tim Struckmann will take on overall responsibility for the areas of national and international sales as well as e-commerce. Born in Bremen, he has a degree in business administration and is a sales professional with relevant experience in sales. After studying economics with emphasis on international management, he successfully held various management positions in traditional, medium-sized companies. Tim Struckmann will enhance the sales department fundamentally in line with the corporate strategy. This will include the optimisation and digitalisation of sales processes and sales controlling as well as the establishment of sustainable sales structures.

Tim Struckmann is also convinced that he has found an ideal field of activity at MONACOR INTERNATIONAL: “I am very pleased to be part of the team as Director Sales, in order to further develop and continue the path the company is already successfully pursuing, both nationally and internationally on all distribution channels together with my enthusiastic and established colleagues. We are absolutely convinced that as a comprehensive solution provider we will open up many more sales markets for ourselves.”

Executive Managing Director Marco Willroth is looking forward to the upcoming strategy projects: “With Thomas Mikus and Tim Struckmann, we were able to fill the two positions perfectly. Both are absolute professionals and will advance MONACOR INTERNATIONAL decisively.”

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