

## **Martin Audio appoints Simon Honywill**



Martin Audio, a global leader in professional audio, announces the appointment of Simon Honywill as its new Market Development Manager for Live Sound, Production, and Immersive Audio Markets. With an extensive career spanning over two decades in sound engineering, Simon's transition into this strategic role is set to propel Martin Audio into new markets while further solidifying its leadership in live sound

and immersive audio technology.

Honywill's appointment follows a long and successful association with Martin Audio. His contributions to sound engineering across major global events, particularly in the UK festival scene, have earned him a stellar reputation. "I'm utterly thrilled about this new role," he said. "After years of working as a sound engineer, I've been looking for a way to bring my expertise to a broader market and make a bigger impact. This role with Martin Audio offers me exactly that opportunity. I've always admired the company's innovation, and now I have the chance to be part of shaping its future."

As Market Development Manager, Honywili will spearhead efforts to expand Martin Audio's presence in the live sound and immersive audio markets. His new responsibilities will involve working globally, with a particular focus on Europe and the Middle East, fostering stronger relationships with both existing and prospective clients. His travels are set to begin with key industry events, including Pro Lab's Open Day in Dubai and the LEaT.con trade fair in Hamburg.

Having been a vocal advocate for Martin Audio throughout his career, Honywili's passion for high-quality sound has consistently aligned with the company's commitment to audio excellence. "Martin Audio makes the best loudspeakers on the planet," he confidently stated. "I've used every system under the sun over the years, and I keep returning to Martin Audio for its unmatched musicality and advanced technology. Our optimised systems are leagues ahead of the competition, and I'm excited to help the industry recognise that."

In addition to his technical expertise, Honywili brings a deep understanding of the psychology of the industry, making him an ideal ambassador for Martin Audio. "Too often, people make decisions based on what others tell them, rather than experiencing products for themselves. I want to change that by encouraging more direct engagement with our systems, which I truly believe are the best on the market."

One of the highlights of Honywili's career is his long-standing involvement with the Glastonbury Festival. His deep connection with the event will continue in his new role, where he remains actively involved in sound design and implementation. "I'll still be working with Glastonbury, particularly on Block 9, which could see some exciting changes in the near future," he noted. "It's a fantastic opportunity to integrate Martin Audio's latest technologies into one of the world's biggest festivals."

Alongside his ongoing festival work, Honywili will continue to support major sound installations, helping Martin Audio maintain its dominance in the festival sound market. "I've spent years working on festival systems, including the Pyramid and West Holts stages at Glastonbury. These setups are already at the forefront of sound engineering, but I'm eager to push the boundaries even further, especially as new technologies become available."

A key objective in his new role is to ensure Martin Audio's products meet the highest standards of sound quality while addressing the practical needs of sound engineers and clients. "In the past, my feedback to R&D has been sporadic," Honywill admitted. "Now, I'm looking forward to a more structured involvement in product development, taking new products into the field, testing them in real-world conditions, and providing invaluable feedback to the R&D team."

Honywill's industry insights and expertise will be instrumental in refining and enhancing Martin Audio's product offerings. "I've always believed that the best audio products are those that emotionally connect with the audience. If I can help foster that emotional connection through superior sound quality, then I'll know I've succeeded in this role."

His appointment comes at a dynamic time for Martin Audio, as the company has made significant progress with the recent addition of other industry veterans to its leadership team. "There's a lot of momentum within Martin Audio right now," Honywill said. "With the product line-up being the strongest it's ever been and people like Brad Berridge joining the team, it's clear the company is heading in the right direction. I'm proud to be part of this new chapter."

With his extensive experience, technical expertise, and dedication to sound quality, Simon Honywill is perfectly positioned to help Martin Audio expand its market share and deliver world-class audio systems for live and immersive experiences.

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