

New Powersoft Sales Managers for Latin America and Europe



Powersoft has announced the appointments of Ondrej Sedlacek (pictured left) as Central, East Europe and Nordics distribution sales area manager and Juan Moreno (pictured right) as South America distribution sales area manager, strengthening the company's global distribution network and its commitment to partner support across two key territories.

Sedlacek joins with more than 30 years of experience in the professional AV industry, having built a career spanning product management, service leadership and international sales. His most significant regional posting came during nearly a decade as regional manager for the Nordics and CEE at Biamp Systems, where he was responsible for business across 33 countries. He has also served as head of global sales at CUE, international sales manager at AV Media Systems, and, most recently, sales manager at Simpleway.

Over the course of his career, Sedlacek has developed business in more than 80 countries, tripling revenue in under five years, opening more than 20 new sales channels, and managing major enterprise accounts including Volkswagen Group, Schaeffler, Nestlé and PVH. In his new role at Powersoft, he will focus on strengthening and expanding the company's distribution network across the CEE and Nordic territories, with a particular emphasis on the installed sound market across verticals like corporate, hospitality, education, and transportation.

Commenting on his appointment, Sedlacek states, "Powersoft has long stood out to me as one of the true innovators in our industry. They're an engineering-driven company with a clear vision, from pioneering energy-efficient amplification to today's complete systems approach. What attracted me most is the combination of world-class technology, a strong partner-focused culture and a genuine ambition to grow." He adds, "In many ways, this role feels like a homecoming. I spent nearly a

decade developing these same markets, and I could not imagine a better brand to return with. I am delighted to join the team and look forward to bringing Powersoft even closer to our partners across CEE and the Nordics."

Juan Moreno brings more than 15 years of experience in the professional audio industry, with a focus on business development, sales and channel management across Latin America. He has held roles at both Shure and Sennheiser, developing distribution networks and building long-term partner relationships across the region. During his time at Shure, he supported major international events including Viña del Mar, Lollapalooza and the Latin Grammy Awards, working closely with distributors, rental companies, system integrators, and audio professionals across the live entertainment sector. At Sennheiser, he developed markets with limited brand presence, driving significant sales growth through strategic channel expansion.

In his new role, Moreno will work with Powersoft's distribution partners across Latin America to identify new business opportunities and expand the company's reach across key vertical markets including live entertainment, fixed installations, hospitality, sports venues, and corporate AV. Technical training and closer engagement with consultants, integrators and end users across the region will also be a central priority.

Moreno states, "What attracted me to Powersoft is its reputation for innovation and engineering excellence. The company has consistently challenged industry standards with technologies that deliver outstanding performance, efficiency and reliability. Joining Powersoft represents an exciting opportunity to work with a brand that is shaping the future of professional audio while collaborating closely with partners across Latin America to create new opportunities and deliver real value to customers."

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