

Martin Audio appoints Paul Freudenberg



Martin Audio has announced the appointment of Paul Freudenberg as Business Development Director – Festival / Touring / A&R, signalling a renewed focus on strengthening the company’s presence and relationships across the live sound sector in the United States. With a career in professional audio and music spanning more than 40 years, Freudenberg brings a unique combination of technical expertise, industry relationships and creative understanding to the role. Having begun his career in professional recording studios, he worked alongside numerous acclaimed musicians and singer-songwriters before transitioning into pro audio sales and product management during the rise of digital recording and computer-based production.

Freudenberg has since held key training, sales and leadership roles at respected manufacturers including AKG, dbx, Aphex Systems, BSS Audio, L-Acoustics and Rat Sound - companies with deep ties to live sound touring, festivals and large-scale installations. Over this time, he has become a trusted resource for system design, large-format loudspeaker technology and the logistics of major event production.

“I’ve lived my entire professional life in audio and music technology,” says Freudenberg. “I understand how sound travels through air, how DSP, amplifiers and loudspeakers interact, and how to assemble system components into powerful, scalable solutions. I’ve also spent years bridging the gap between technology, artistry and application - and that’s exactly what I intend to do at Martin Audio.”

In his new role, Freudenberg will focus on expanding Martin Audio's footprint in the US live sound market, with particular emphasis on touring, festivals and artist relations. Working closely with Martin Audio's UK headquarters, he will act as a bridge between the brand and its key stakeholders - from distributors and reps to system specifiers, production companies and end users.

"This appointment reflects a strategic investment in Martin Audio's growing live sound business," says Lee Stein VP, North America. "I've known Paul since high school, and his depth of experience and relationships within the industry will help us build even stronger connections with the touring and festival community while reinforcing our commitment to delivering world-class sound systems that unite audiences."

Based in the US, Freudenberg will maintain a regular presence at Martin Audio's UK headquarters to collaborate with R&D, marketing and product management teams. "I expect to be very client-facing," he adds. "This is a people business, and that's what I enjoy most - helping users achieve incredible results while strengthening the bond between Martin Audio and the broader live sound community."

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