PK Sound Appoints Tim Timmermans



Ahead of a string of major announcements in the region, PK Sound has appointed event industry veteran Tim Timmermans to the role of Central European Partner Support. Based in Limburg Province, Netherlands, Timmermans will work closely with PK's David Roselló, Southern European Partner Support, and Canadian HQ staff in developing and serving the company's growing European network.

"PK Sound's robotic line source technology is a total gamechanger, and the PK Alliance model puts these advanced capabilities into the hands of the next generation of live sound providers with an unrivaled total cost of ownership," offers Timmermans. "We've already deployed T10 and Trinity Black systems for high-profile applications in iconic venues throughout Europe with incredible results, and the industry is taking notice. I look forward to empowering more users throughout the EU with these innovative solutions."

In his new role, Timmermans is a direct point of contact for PK's current and future partners in the region, including Regional Distributors, PK Alliance Members, dry-

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hire Hubs, and Performance Installation clients. He will serve as their voice with PK's Brand, Application, Education, and Service teams to ensure they're fully supported.

Timmermans brings over 15 years' experience and a vast professional network to the role. In addition to serving as a manager with the Netherlands' esteemed Stagelight, Timmermans has become one of the most demanded technical producers and project managers in the region, collaborating with a myriad of top-level touring artists, music festivals, and other live events.

Timmermans began his European network development work with PK Sound in January, making significant inroads in several key markets ahead of the 2023 launch of PK Sound Europe and PK Alliance.eu.

Alliance Member companies that invest in a medium-format T10 robotic system from PK Sound gain exclusive access to dry-hire rentals of large-format Trinity Black systems from a growing network of Alliance Hubs across Europe and North America.

"We've made significant progress developing a strong partner network and support infrastructure as we launch into the influential European market," comments James Oliver, Chief Strategy Officer with PK Sound. "Tim clearly recognizes the potential of PK's robotic technology and reimagined Alliance business model and has already proven himself as a valuable asset in expanding our profile and bringing this advanced product offering to our growing user base in Central Europe. We look forward to building on this partnership and cementing our status as a global leader in live sound reinforcement."

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