Pliant Technologies expands Sales Team



Pliant Technologies, a provider of professional wireless intercom solutions, announces the expansion of its sales organization with the appointment of Adam Grede as the company’s new Regional Sales Manager. In this role, Grede will support all sales efforts for Pliant products to serve customers on the West Coast as well as across North America. Based in Southern California, Grede will join a geographically diverse but tightly integrated sales team, working closely with Regional Sales Manager Matthew Lott based in the New York metro area, and Sales Administrator Kathy Belcher, who operates from Pliant’s headquarters in Auburn, Alabama. Together, the team will work as a unified group to ensure responsive, consistent support across all regions.

“We are very excited to welcome Adam to the Pliant sales team,” says Gary Rosen, Vice President of Global Sales, Pliant Technologies. “His extensive experience in the industry, combined with his collaborative mindset and relationship-focused approach, makes him an excellent fit for Pliant as well as its customers. As demand for our wireless intercom solutions continues to grow, Adam’s expertise will play an important role in supporting our customers and partners.”

Grede brings nearly 20 years of experience in the AV industry, with a strong background in national account sales, team collaboration, and relationship-driven growth. He joins Pliant following four years as National Sales Manager at SKB Cases, where he led nationwide sales initiatives and strengthened partnerships across the AV, MI, and professional touring markets. Prior to SKB, Grede spent 14 years with

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Full Compass Systems, serving in the company’s national sales division and working closely with integrators, end users, and manufacturers to deliver tailored solutions.

A seasoned sales professional, Grede is passionate about building long-term relationships and developing strategies that drive sustainable growth. Throughout his career, he has worked with iconic brands, managed teams, and helped increase market share while strengthening partnerships across the AV industry. “What motivates me most is collaboration,” says Grede. “I truly believe in the power of long-term relationships to create success for everyone involved. Pliant has built an outstanding reputation for innovation and customer support, and I’m excited to contribute my experience to help further strengthen the brand and support its continued growth.” With this addition, Pliant reinforces its commitment to providing best-in-class sales support and service as it continues to expand its footprint in the professional audio and communications market.

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