Tony Price New Point Source Audio Chief Revenue Officer



Point Source Audio, an innovator in audio solutions, announces the appointment of Tony Price as its new Chief Revenue Officer (CRO). With over three decades of experience in revenue growth and strategic leadership within the audio sector, Price joins the company at a pivotal time as Point Source Audio seeks to leverage new opportunities and strengthen its position in the global market. Price's distinguished career includes key leadership roles at Telex/Bosch, Guitar Center, Bose Professional, Fender, and most recently, serving as CEO and president Roland U.S.

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and Chief Sales Officer Roland North America. His extensive expertise will be instrumental in guiding Point Source Audio through its next expansion phase.

“We are thrilled to welcome Tony Price to our leadership team,” stated James Lamb, CEO and President of Point Source Audio. “As we expand our innovative body-worn microphone solutions into new markets and regions worldwide, we look forward to the leadership and expertise that Tony will bring." In addition to this significant leadership change, co-founders Yvonne Ho and James Lamb will assume new roles to further solidify the company’s leadership structure. Yvonne Ho will serve as Chief Marketing Officer (CMO), focusing on enhancing the brand’s visibility and market reach. James Lamb, as CEO and President, will continue to drive the company’s strategic vision and operational excellence. “We are excited to have Tony working alongside us to better serve our customers and partners,” said Yvonne Ho, the new CMO of Point Source Audio. “I have known Tony for years, and his addition to our company marks an important milestone in our journey to fortify our position as an industry leader in this category.”

Point Source Audio’s commitment to innovation and excellence remains steadfast as the company embarks on this exciting new chapter. The combined expertise and vision of the expanded leadership team will undoubtedly propel Point Source Audio to new levels of success.

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