New Powersoft Appointments



Powersoft, a company with expertise in professional audio amplification technologies, has announced two new appointments that reinforce its commitment to global growth and partner support. Alessandro Bizzarri (pictured left) joins the company as marketing communications specialist, while Sofian Osman (pictured right) takes on the role of solutions engineer for south-east Asia. Together, they bring extensive expertise in marketing, systems integration and technical support to further strengthen Powersoft’s global presence.

With more than a decade of experience in the professional audio and musical instrument industries, Bizzarri initially entered the industry as a sound engineer in the distributor sector, before embarking on a decade-long career across editorial and marketing roles. He began as an editorial contributor to a leading Italian B2B magazine on AV technologies and system integration before later serving as channel marketing specialist for a major Italian distributor of professional audio solutions and musical instruments, where he helped implement joint marketing plans with distributed brands across the dealer network. Alongside his professional career, Bizzarri lectures at Roma Tre University, sharing his industry insights with the next generation of music educators.

Commenting on his appointment, Bizzarri says: “In the professional audio industry, Powersoft is a true top-of-mind brand when it comes to performance and reliability in amplification. My professional goal in recent years has been to transition from the distributor side to the manufacturer side”. Having worked on the distributor side for years, Bizzarri says he realises how important it is to listen to local needs and provide consistent support. At Powersoft, he views his role as a bridge, helping distributors, partners, and clients worldwide to succeed by providing them with the tools, campaigns and brand consistency they need to strengthen their presence in

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each market.

“Joining the marketing team of such a global leader is very exciting. The best possible opportunity, the real and most exciting challenge, for me, is making the transition from supporting a local distributor to contributing to the growth of an international player,” he adds. Complementing this appointment, Osman joins Powersoft as solutions engineer for south-east Asia, bringing over 15 years of experience in the AV and video conferencing industry.

His career spans hands-on technical roles, project and field engineering, and large-scale system integrations across the corporate, education and government sectors. Prior to joining Powersoft, he served as commissioning agent/AV field engineer at AVI-SPL Singapore, specialising in system deployment, client training and technical coordination. Osman explains his motivation for joining Powersoft: “What excites me most about joining Powersoft is its commitment to innovation through sustainability and intelligence in sound. The company’s vision – to deliver energy-efficient, networked amplification with uncompromising audio quality – perfectly matches my passion for intelligent system design and future-ready AV integration”.

“To me, Powersoft represents precision, reliability, and Italian engineering at its finest. It’s a brand trusted by professionals who care about both sound quality and system intelligence. The opportunity lies in educating and enabling the market – especially among system integrators and consultants – to appreciate how Powersoft’s ecosystem, from Mezzo to Unica, integrates seamlessly into modern AV frameworks,” he adds.

As part of his role, Osman plans to lead technical enablement initiatives in south-east Asia that focus on proactive partnership and transparency, including training programmes, proof-of-concept demonstrations and system design consultations. His priorities include expanding Powersoft’s presence across the corporate, hospitality and education sectors, while building a strong network of technically confident and empowered partners.

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