Jinfu Chen joins Powersoft



Powersoft has announced that Jinfu Chen has been promoted to the newly created role of area sales manager, Southeast Asia (SEA), reporting to area sales manager, Asia Pacific, Arthur Soh. Based in Singapore and travelling frequently in the region, Chen will be responsible for managing Powersoft’s sales and distribution channels across SEA. He will focus on supporting distribution partners to achieve both revenue and KPIs, and driving brand awareness and long-term growth across key verticals including hospitality, corporate, education and entertainment.

The appointment comes as the SEA region continues to experience robust economic growth, driven by resilient domestic demand, recovering tourism and strong foreign direct investment. With growth projections for the region outpacing several other major markets, Powersoft has identified SEA as a strategic priority for the business and is dedicating additional resources to support its expansion.

Chen joined Powersoft in July 2024 as business development manager, SEA – developing the company’s network of distributors, dealers and system integrators alongside the brand across the region. Making full use of his extensive experience in professional audio sector sales, along with his deep understanding of the cultural diversity and varied business practices in SEA, Chen will support closer collaboration with distribution partners and help to align Powersoft’s portfolio

Phoca PDF

offering with local market needs.

“Southeast Asia is a diverse and complex region, but it also presents tremendous opportunities. My focus is to work closely with our distribution partners to drive both sales and brand growth, and to develop Powersoft’s presence so that it stays front of mind in the region” says Chen, commenting on his appointment. “With the industry increasingly focused on efficiency, performance and sustainability, I believe Powersoft is extremely well positioned to support partners and customers during this exciting period of growth.”

Chen observes that as more consultants, system integrators and venue owners turn towards prioritising performance, features and reduced carbon footprint over price-driven decisions, Powersoft’s technology-driven approach and Human Audio Experience philosophy are strongly resonating with the SEA market. “As we see more countries moving towards green policies, consultants and venue owners will be required to implement solutions that help them to reach their efficiency and sustainability targets. With our DSP capabilities, auto-setup function and flexibility for control by 3rd party systems, we are in a good position to grow with consultants, system integrators and end-users who are prioritising function, features and performance,” states Chen.

Welcoming Chen to his new role, Arthur Soh adds: “There is so much potential for growth in the SEA region, and with his strong network, industry experience and understanding of local markets, Jinfu is well positioned to help us realise our ambitions. I’m delighted to see him step into this role where he will support our valued partners to grow their businesses alongside the Powersoft brand in some of Asia Pacific’s most dynamic markets.” With the creation of this new role, Powersoft demonstrates its commitment to SEA. Through Powersoft’s investment in strong partnerships and innovative, reliable products, customers in the region can expect a high-quality journey from system design to after-sales support.

www.powersoft.com

Phoca PDF