QSC Pro Audio strengthens EMEA and UK Sales Presence



Jeff Gorton, Colin Smith

QSC Pro Audio division is excited to announce the hire of Jeff Gorton and Colin Smith as Directors of Sales in EMEA and the UK, respectively. Along with Carsten Schiedeck, Sales Manager, Germany, the trio are in position to build market share and brand presence for QSC across the region.

Gorton joins QSC after two decades of experience in commercial pro audio/AV space. “The current and future of QSC products are inspiring and are certain to set benchmarks for the industry,” says Gorton. “It’s exciting times and I’m delighted to be part of the company’s future and play a role in its success.”

Smith, whose professional experience includes managerial roles in both retail and AV industries states, “I am excited and honoured to be appointed as the UK Sales Director for the Pro Audio division,” says Smith. “Our portfolio of products will

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enable us to be one of the best selling audio brands in the UK and Europe. I look forward to contributing to the brand’s continued success alongside the growing European team.”

“Jeff and Colin bring a wealth of experience and expertise to our sales team in the EMEA and UK. Their deep understanding of the pro audio industry and their commitment to delivering exceptional customer experiences align perfectly with QSC values,” continues Perry Celia, VP Global Sales and Services, QSC Pro Audio. “With their leadership, we are confident in our ability to further strengthen our presence in key regions and continue to provide innovative solutions that meet the evolving needs of our customers.”

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