RCF appoints Jim Reed Manager



RCF, currently celebrating 75 years of authentic performance sound, announces the appointment of Jim Reed to the newly created position Manager of Installed Sound and System Designs. The announcement was made by Tarik Solangi, Vice President, RCF USA, Inc., and reflects the company’s ongoing future-focused business plan for long-term growth and expansion. In his new position, Jim Reed will be spearheading

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business development in the permanent integration market sector, including working with integrators on system design, and serving as liaison between RCF's U.S. operation and the headquarters in Italy, reinforcing the ongoing development of market-driven products for the system integration market sector.

"Our growth is driven by cutting-edge products and a team of professionals who deeply understand the markets and customers we serve," stated Tarik Solangi. "With his vast experience and deep expertise in the industry, along with his passion for sound system design, Jim is an ideal fit for this new role. We are confident that he will contribute to our ongoing growth and help us deliver exceptional service to our customers while providing insights to our parent company in Italy as they develop products that align with market demands."

From the start of his time with RCF in sales and products support, Reed drew upon his rich history in the audio industry working as an A1 audio technician, FOH engineer, and installation project manager for several A/V companies to quickly establish himself as the lead product specialist for the U.S. With a primary focus on the installation and larger production company markets, he developed a range of training and instructional materials for RCF, including videos and in-person training seminars, covering topics from basic audio theory to comprehensive system design. His expertise extends to on-site product demonstrations and sales training seminars for some of the largest A/V retailers in the U.S.

Recognizing the company's growing needs in the installation market, Reed took the initiative to create the first Installation Department for RCF-USA. Leveraging his hands-on knowledge and extensive field experience both on and off the stage, he has built a trusted reputation within the industry as he worked to continually expand RCF's relationships with major integration and consultant firms.

Over several years with RCF, Jim has had the privilege of designing and managing over 1,500 sound systems for a diverse range of applications, from community theaters to Broadway productions, chapels to cathedrals, and community sporting facilities to professional stadiums and arenas. Notably, he played a leading role in completing an audio system upgrade at the Indianapolis Motor Speedway, a project that now provides audio reinforcement for up to half a million attendees on a single day during the Indy 500, one of the largest sporting events in the world.

Commenting on his new position, Jim Reed stated, "Being a part of the growth and success of the RCF family is something I'm incredibly proud of. Every day, I'm excited to work and learn alongside colleagues and friend that are some of the most knowledgeable industry leaders."

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