

## **Sennheiser strengthens global communication and collaboration experience by joining GPA**

**As a Global Partner, audio specialist demonstrates commitment to AV integrator network**



Sennheiser has joined GPA, a global organization of audio, video and unified communications business units, who are committed to sharing best practices to guarantee the same excellent customer experience everywhere across the globe.

As a Global Partner, Sennheiser will work closely with other GPA Business Units, actively sharing the company's industry knowledge and technical expertise to support GPA's mission of providing global business expertise that remains at the forefront of the industry, putting customers first.

"I am excited to welcome the Sennheiser organization to our Global Partner Program, and thereby their international team to our GPA global community," said Byron Tarry, Managing Director of GPA. "With their longstanding commitment and reputation for audio technologies excellence, and an ever-expanding focus in solutions to enhance user experience within corporate meeting environments, it is very much a natural partnership. But most importantly, it is a partnership built upon a common culture and commitment to "better", to recognizing we can learn and improve better together, and better support and enable our global customers together."

"By joining the GPA partner program, Sennheiser joins one of the world's largest AV organizations and an amazing group of talented professionals in the area of audiovisual integration. We look forward to sharing our best practices to enhance collaboration and to ensure ultimate user experience," said Charlie Jones, Global Alliance & Partnership Manager, Business Communication, at Sennheiser.

"Like GPA, we at Sennheiser continuously challenge the status quo in order to set innovative new paths for ourselves and the industry when it comes to producing solutions that allow people to seamlessly connect and collaborate with each other. We are thrilled to be working with GPA's global network of likeminded individuals as one big team on further developing industry standards and support the delivery of quality products and services worldwide."

Tuesday, 20 July 2021 12:23

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