Vaino Gennaro joins DirectOut



DirectOut announces the appointment of pro audio veteran Vaino Gennaro (pictured in center) as the first point of contact for North American customers. With his extensive experience in the pro audio industry and expertise in sales, business development, and customer relations, Vaino will play a key role in expanding DirectOut's market presence in the region. The appointment forms the basis of a strategic growth initiative to provide even better service and advanced audio solutions to DirectOut's North American customers. With his support, the company will further strengthen its position as a leading provider of signal processing solutions.

"Vaino brings wide-ranging experience in the professional audio industry and has a deep understanding of the market," says Jan Ehrlich, CEO for DirectOut (pictured left). "His skills have benefitted numerous leading audio brands, helping them to expand their market presence and build lasting client partnerships. As Business Development Manager North America, Vaino is a valuable addition to our team as we continue to grow our business on this continent. The appointment of Vaino is a strong sign of our commitment and gratitude to our North American audio customers, bringing us closer together, both geographically and personally."

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Vaino’s passion for advanced signal processing and network technology perfectly aligns with DirectOut’s philosophy. In this new role, he will be instrumental in further establishing DirectOut’s innovative audio solutions across the country. “I’m thrilled to join the DirectOut team,” he says. “DirectOut is known for innovation and excellence in the audio industry, and I look forward to contributing to its growth with my experience and network in North America. Working alongside such a talented team is an exciting opportunity.”

DirectOut also announces the promotion of Lorenzo Sassi (pictured right) to Head of Global Marketing & Sales. With the support of Vaino (North America) and Diego Cardenas (LATAM), the former business development manager will now oversee DirectOut's entire global sales network and report directly to senior management. He will also continue to be directly responsible for the EMEA and APAC markets.

Jan Ehrlich concludes: “Over the last eight years, Lorenzo has proven that he has the skills, talent and the experience to fulfil this new role perfectly. His personal development is closely linked to the company's positive development at DirectOut. We wish both colleagues all the best in their new roles for DirectOut.”

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