Varun Mahesh Jagger New Powersoft EMEIA Regional Manager



Powersoft has announced the promotion of Varun Mahesh Jagger to the newly created role of regional manager (distribution) for the EMEIA region. Jagger joined Powersoft in 2018 and had served as the Italian company's sales manager for EMEIA (Europe, the Middle East, India and Africa) since 2021, where he played a pivotal role in growing Powersoft's presence across the region. In his new position, he will be responsible for overseeing Powersoft's EMEIA distribution network and directly manage area sales managers Cosimo Cecchi and Simone Scaramuzza. He will continue to report to Powersoft's global sales manager (distribution), Fabrizio Romano Bolzoni. In his new role, Jagger takes on a broader strategic remit for the region, explaining that he sees the promotion as an opportunity to optimise the Powersoft's regional distribution strategy, expand into new verticals, and scale the sales team in line with local growth potential.

"Powersoft is already seen as an innovative leader for amplifiers across the world. But the perception of the brand, and the knowledge of our products, is not uniform across markets and verticals," he says. "Over the mid- to long-term I aim to streamline the distribution network to leverage us for growth across verticals and markets – preparing the sales team for better growth in the region and supporting

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our distributors and partners to translate Powersoft’s global vision at a local level.”

Jagger also expresses his gratitude for the support of Powersoft’s leadership team and his sales colleagues. “Fabrizio and [sales director] Luca Giorgi are both leaders who lead from the front, and I am thankful to them in laying a strong foundation for me on which to grow,” he comments. “They have constantly helped push the envelope, and will continue to do so. “Simone and Cosimo are wonderful people, great team players and excellent sales managers with deep knowledge of their markets. I will also be learning from their experience in each market. In the end, it is a team effort – and without Simone and Cosimo, there is no team.”

Welcoming Jagger to his new role, Bolzoni adds: “This organisational change reflects our continued commitment to strengthening our presence in key markets and enhancing the support we provide to our distribution partners. With his experience and dedication, we are confident that Varun will play a crucial role in helping our distribution partners grow their businesses while further developing Powersoft’s brand in these strategically important territories.”

“I look forward to implementing new ideas, building efficiencies and working closely with our partners to deliver sustainable growth across the entire EMEIA region,” concludes Jagger.

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