

## **Audio-Technica Appoints Evan Groom**



Audio-Technica, innovator in transducer technology for 60 years, announces the promotion of Evan Groom to the position of Strategic Partnerships and Product Manager. The announcement was made by Kurt Van Scoy, Audio-Technica U.S. Executive Director, Product Management, and expands A-T's global focus on certifications and integrations with third-party manufacturers.

In his new position, Groom will be responsible for establishing corporate alliances to achieve key certifications for various Audio-Technica products globally. He will also identify and coordinate the creation of any materials to successfully integrate product control/communication with third-party products such as those from QSC, Crestron, and Symetrix. This process begins at the product ideation stage and culminates with a successful certification or third-party integration, to assure A-T customers of the highest level of interoperability possible. In addition to identifying, developing and executing new strategic partnership opportunities for A-T, Groom will also be responsible for cultivating and maintaining relationships among A-T's

existing strategic partners, solving any possible issues, communicating their needs, and creating overall synergy among the brands. Additionally he will work closely with Audio-Technica's marketing department to develop key end-user programs designed to maximize A-T's relationships with its strategic partners in their target markets.

Groom began with A-T in 2012 and has most recently held the title of Product Manager, where he has been key in the development of products focusing on a range of market segments including commercial sound, live sound, broadcast and content creation, and most recently for the launch of the ATND1061 Beamforming Ceiling Array Microphone. He will continue with product management duties in his newly expanded role.

Van Scoy stated, "'Audio-Technica plays well with others' is a reputation we have garnered over the years, and our products are going to represent only one portion of an end user's workflow. No brand is an island, and it's vital that we work together where we can to make sure we are all making products that seamlessly integrate. The appointment of Evan to this new role will emphasize this approach and provide us even more opportunities to be the connecting tissue between users and their prized gear setups, offering them the tools to excel at their craft."

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