

## QSC EMEA Goes Direct in Benelux

**Netherlands regional office to handle Systems product portfolio with a bolstered sales team**



As of January 1, 2022, QSC will take over direct distribution for all QSC systems solutions, including the Q-SYS audio, video and control platform, in Belgium, the

Netherlands, and Luxembourg. This shift will give customers direct access to the QSC Netherlands BV training facilities, business development, as well as service and repair under one, dedicated brand.

To support the new distribution model, Mark Ebing has joined QSC as sales director, reporting to Willem van Zuilekom, Managing Director of QSC Netherlands BV. Prior to QSC, Ebing held sales leadership positions at Biamp and Shure Benelux, and brings more than 10 years of experience in the AV/IT industry.

“I am thrilled to have Mark bring his extensive industry knowledge and experience working with Benelux integrators and end users to QSC,” says van Zuilekom. “His addition to our team is the next step to expanding our reach as we work to establish direct relationships with key customers and further proliferate the QSC brand.”

“I am eager for this new opportunity to build a new direct sales model for QSC,” says Ebing. “I have seen the company continue to grow and innovate over the years. With this direct approach, we will develop more intimate relationships and attract new customers with a more dedicated support structure to ultimately help our customers deliver exceptional high-value experiences.”

Until January 1, 2022, AED will remain responsible for Systems and Live Sound in the Benelux and for Live Sound in France. “We would like to thank AED for their support in distributing the Systems portfolio and wish them all the best in the future,” says van Zuilekom.

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