

## **Akhil Raphael New Audio-Technica Technical Sales Manager**



Audio-Technica, a company with expertise in audio technology, announces the appointment of Akhil Raphael as Technical Sales Manager for the Middle East region. Raphael brings a decade of extensive audio industry experience to the

company. In his new role with Audio-Technica, Raphael will play a pivotal role in strengthening the company's direct presence in the GCC. He will be instrumental in collaborating with key end-users, design consultants, system integrators and rental houses. His expertise will support Audio-Technica's regional distribution partner, GSL Professional, ensuring that customers across the GCC receive exceptional service and support.

Raphael's background includes a proven track record of success in technical support and both pre and post sales, making him a valuable addition to the Audio-Technica team. His deep understanding of the audio industry and strong relationships with key stakeholders in the region will be crucial in driving growth and enhancing Audio-Technica's market position. "I am thrilled to join Audio-Technica and contribute to the company's continued success in the Middle East," said Raphael. "I look forward to leveraging my experience to build strong partnerships and deliver outstanding solutions that meet the diverse needs of our clients."

"Audio-Technica is excited to welcome Akhil to the team and anticipates that his expertise will significantly bolster the company's efforts to provide superior audio solutions and support throughout the GCC", said Stephan Grawe, Managing Director, Audio-Technica EMEA Sales Division.

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