

Audio-Technica Canada welcomes Kenji Yamabe as new GM and inaugurates new offices

ATCA consolidates market position with transition to new offices and a new GM



Following Audio-Technica Canada's recent announcement of their decision to

streamline processes for their professional audio distribution operation, ATCA has revealed further strengthening and consolidation with a move to new, state-of-the-art office facilities. This coincides with the appointment of permanent general manager, Kenji Yamabe. Yamabe – who comes from Audio-Technica Europe – takes over from Susanne Seidel, a well-respected business consultant who has been acting GM since June 2019 and who has successfully prepared the ground for continued growth.

The physical transition accompanied by a ‘changing of the guard’, is a sign that ATCA – Audio-Technica’s newest family member – is ready for the next phase of growth. For the past twenty months, the team has been efficiently championed by Susanne Seidel who was tasked with establishing Audio Technica in Canada. She has successfully laid the foundation of a strong business in the face of a global pandemic, readying ATCA for the next stage of its development.

Commenting on her time at ATCA, Seidel states, “It has been my absolute pleasure to serve as ATCA’s interim GM; overseeing the development of a proficient organization that is ready for the next step of business growth”. She has accomplished this by focusing on the creation of a solid organizational structure within ATCA which in turn encourages a growth mindset. Seidel has stimulated growth in both the professional and consumer markets by creating clearer vertical segmentation in order to focus AT’s product offering.

She continues, “Although the circumstances created by Covid have not been ideal for anyone, I am proud of what we have accomplished as a team and delighted to be able to leave the company in such a robust position. Audio-Technica Canada has remained resolute while staying true to its fiercely independent roots amid a sea of competitors and despite everything we’ve had a strong business year. In conjunction with the gradual lifting of Covid restrictions, I am certain that the future is bright for the company, and I know that Kenji will do a great job in the next phase.”

Yamabe is ideally placed to spearhead ATCA’s continued development with over 15 years’ experience within businesses that operate on a global scale, including eight spent working across various positions at AT. He has quantifiably contributed to growth in every position that he has tenured. Furthermore, Yamabe has a track record of building strong working relationships between AT’s Japanese headquarters and their subsidiaries, evidenced by his work as Business Development Liaison Manager at Audio-Technica Europe.

Yamabe is looking forward to his new role: “I am excited to take on the mantle of GM at ATCA. Susanne Seidel has done a stellar job thus far, and the company is primed for an even more successful upcoming fiscal year with the opening of ATCA’s new office, and the easing of restrictions. I’m looking forward to being able to apply my accumulated years of experience to the role and combined with a thorough understanding of AT’s extensive range of products – as well as the company’s ethos – I believe I can add significant value to our position within the

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industry”.

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