

Audio-Technica's President Award for Mavric Inc

Picture: Corey Walthall, Clyne Media



Audio-Technica, an innovator in transducer technology for over 60 years, has once again recognized Mavric Incorporated with its President's Award for the 2024/2025 fiscal year, for representing Audio-Technica in the U.S. Southeast, covering Virginia, Tennessee, North Carolina, South Carolina, Georgia, Mississippi and Alabama. The picture above shows Reid Peterson (Audio-Technica U.S. Executive Director of Sales, Professional Markets); Julie Van Berg (Mavric Incorporated sales associate); Kazuo Matsushita (Audio-Technica Corporation CEO/President); Pete Petty (Mavric Incorporated principal); Manabu Aoki (Audio-Technica U.S. CEO/President); Jeff Beck (Audio-Technica U.S. Regional Sales Manager, System Solutions); and David Barrett, Jerry Silhavy and John Herr (Mavric Incorporated sales associates).

Audio-Technica held the awards ceremony to honor its dedicated force of manufacturer's representatives on the eve of the InfoComm Expo on June 10, 2025, in Orlando. Mavric Incorporated was congratulated for outstanding sales performance and presented with the award by Reid Peterson, Audio-Technica U.S. Executive Director of Sales, Professional Markets, and Jeff Beck, Audio-Technica U.S. Regional Sales Manager, System Solutions. Mavric Principal Pete Petty accepted the award, alongside sales associates David Barrett, John Herr, Jerry Silhavy and Julie Van Berg.

Peterson said, "We are proud to once again honor Mavric with our President's Award. This firm represents a consistent booster of the A-T brand, generating strong sales and offering a high level of service and support to the market, year after year. We hail them for their performance over the last year, and the relationships they continue to foster in the marketplace."

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