

Audio-Technica U.S. promotes Kurt Van Scoy



Audio-Technica, an innovator in transducer technology for over 60 years, announces that Kurt Van Scoy has been promoted to Audio-Technica U.S. Vice President and Officer, Products, Business Alliances and Marketing. The announcement was made by Manabu Aoki, Audio-Technica U.S. CEO and President, to whom Van Scoy will report directly in his new role.

Van Scoy joined Audio-Technica U.S. in 1987, transferred to a subsidiary, then came back in 1995. He has worked in roles spanning several of ATUS's departments including Engineering, Production, Quality, and Product Management. He also worked at A-T's corporate headquarters in Japan for over four years before earning his most recent title of Executive Director of Product Management.

In his new role, Van Scoy will continue to oversee Product Development as well as assume leadership of the Marketing team, which includes Gary Boss (Director of Marketing) and Isabel Kiefer and Rory Geraghty (Assistant Marketing Managers). As a VP and Officer of the organization, Van Scoy will assist in shaping and leading the overall strategic future of ATUS.

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Manabu Aoki, CEO of Audio-Technica U.S., remarked, “It has been many years since A-T has identified a new VP & Officer, and we believe Kurt has certainly earned it. His knowledge of our products, combined with his intimate understanding of Audio-Technica’s global structure, as well as the leadership skills he has displayed, have earned him this promotion to VP & Officer.”

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