

### Eric Reese New AUDIX Vice President



AUDIX, a designer and manufacturer of premium professional microphones for stage, studio, and broadcast use, announces the appointment of Eric Reese to the position of Vice President. In his new role within the Videndum Creative Solutions family of brands, Reese will oversee all functions at AUDIX, including Sales, Marketing, Product Development, and Operations.

Reese brings over 26 years of extensive experience in the AV and entertainment industry to his new position. Having started his career as a Reliability Engineer at Peavey Electronics, his unique background spans the entire product chain - from manufacturing and designing integrated AVL systems to global business development and channel management. Prior to joining AUDIX, Reese held key roles at prominent brands, including an 11-year tenure at Sennheiser, five years at Shure, as well as time at Peavey Electronics, Ford Audio-Video, AVI-SPL, and Blizzard Lighting. He holds a Bachelor of Science in Electrical Engineering from Michigan State University and an Executive Master of Business Administration from Marquette University.

Deeply passionate about audio, Reese also owns and operates Loud and Clear Productions, a live-sound production company, and performs as the frontman for a John Mellencamp tribute band. "AUDIX has been an iconic, product-focused brand

## AUDIX appoints Industry Veteran Eric Reese as Vice President

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for over 40 years," says Eric Reese. "Its passionate following is due to its dedication to unique products, for engineers and musicians, designed and built by engineers and musicians right here in the USA. Ironically, as a professional live sound engineer, my exposure to the full span of their catalog was limited, aside from their industry-leading drum microphones, which are ubiquitous. Now that I've dug deeper into their products and technologies, I believe that AUDIX is the best kept secret in microphones."

Reese adds, "My goal is to increase the awareness of AUDIX products and technologies with engineers, artists, and system designers, and to challenge more people to take the 'AUDIX Challenge' and listen to what they've been missing for over 40 years. I look forward to utilizing my varied skillset and industry knowledge to collaborate with the team at AUDIX to continue the brand's legacy and usher in a new era of quality audio."

[www.audixusa.com](http://www.audixusa.com)