

Sam Vitali New AUDIX European Director of Sales



AUDIX, a designer and manufacturer of premium professional microphones for stage, studio, and broadcast use, is pleased to announce the appointment of Sam Vitali to the position of Director of Sales - European Markets. In his new role, Vitali will oversee sales, marketing, and operations within the EMEA region to ensure the brand is optimally represented and supported across Europe.

Vitali brings a wealth of experience across sales, marketing, and operations within the music technology industry. He joins AUDIX following a highly successful tenure at Focusrite, where he started in sales admin and eventually worked alongside their Sales Director on the commercial aspects of the business. Vitali played a valuable role as the Focusrite Group grew to 13 brands, adding names such as ADAM Audio, Sequential, Oberheim, and Martin Audio. Following a period working with AIAIAI in Denmark, Vitali returned to Focusrite to serve as Distribution Account Manager for EMEA.

A lifelong music enthusiast, Vitali's passion for audio began early; he played violin from a young age before moving to the drums at 11. He played in bands across the UK and Europe before embarking on his career in music technology. "AUDIX is a legendary microphone brand and one I've used extensively when playing live," says Sam Vitali. "They have a legacy of making fantastic sounding, robust microphones across a vast array of applications - from the D6's punchy, clear kick sound to the new Novacore digital wireless series which are hitting Europe very soon - they are very well regarded across all areas of professional audio, used by many huge artists and engineers worldwide. Being at the forefront of their slice of the industry for 40 years is testament to the brand's strength and the team behind it. It's now an honour to be on that team."

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Vitali adds, “I’m looking forward to building relationships with our partners and identifying new opportunities for the brand across EMEA. AUDIX is well-established in the US and has a great reputation in EMEA, but there’s still a vast amount of untapped potential and opportunities to pursue. I’m looking forward to tackling the challenges that lie ahead.”

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