

Derek Snyder joins Hosa Technology



Hosa Technology, a provider of analog and digital connectivity solutions for the musical instrument and professional audio/video industries, announces the appointment of Derek Snyder as its new Global Director of Sales. The announcement was made by Mayumi Allison, CEO of Hosa Technology. In his new role, Snyder will lead Hosa's strategic sales efforts, working closely with leadership

and marketing teams to strengthen Hosa's global footprint as a trusted manufacturer and supplier of professional audio/video/data cables, power cords & adapters, instrument stands & racks, and audio accessories.

Derek Snyder began his career in the audio industry in the late 1980s, initially gaining valuable hands-on experience in the retail sector with positions at the renowned West LA Music and later Guitar Center, where he helped steer the growth of the newly formed Guitar Center Professional division. Building on his retail expertise, Snyder transitioned into the system integration side of the business, where he further honed his skills in solution-based sales and customer relations, most recently with Los Angeles-based Melrose Inc.

As a seasoned sales leader, Snyder has consistently demonstrated his ability to drive growth and foster strategic business development. At each organization he has contributed to, Snyder has successfully expanded market presence, managed high-performing teams, and strengthened client relationships, establishing a reputation for delivering exceptional results across the industry. His extensive background and proven track record make him an invaluable asset to Hosa Technology as he steps into his role as Global Director of Sales.

"We are excited to welcome Derek to our team," stated Mayumi Allison. "Derek's experience, industry expertise and knowledge, and his track record for growth make him a pivotal addition as we expand our global presence and enhance our ongoing support for distributors and channel partners worldwide."

"I am deeply honored to join Hosa Technology at such an exciting time in the industry," commented Derek Snyder. "As audio-visual technology continues to evolve at a rapid pace, the demand for reliable, high-quality cable connectivity solutions has never been greater. I look forward to contributing my experience and insights to help steer our company's growth, ensuring that Hosa remains a trusted leader in providing essential connections for both audio and video applications. Together, we'll navigate this dynamic landscape, innovating and adapting to meet the needs of our customers with the dependable solutions they've come to expect from us."

Hosa looks forward to leveraging Snyder's insights and leadership to continue delivering exceptional connectivity solutions to professionals across the music and professional audio/video industries worldwide as well as expand the company's business into new vertical markets.

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