

Focusrite Group Japan Direct



Focusrite Group, a company with expertise in audio recording equipment and software, today announced the launch of Focusrite Group Japan, a dedicated division focused on growing the company's presence and serving the needs of customers in the Japanese market. The picture above shows Charles Tetaz, Takeshi Nishimoto, Kengo Hayakumo, Kohei Oyamada, Tetsu Umehara, Damian Hawley at Jive Studio Tokyo with Focusrite Console #003.

With decades of experience developing innovative audio solutions used by recording professionals, musicians, and content creators worldwide, Focusrite Group is expanding its global footprint to offer more localised support and a deeper connection with its Japanese customer base. Focusrite Group Japan will oversee the distribution, marketing, and customer service for Focusrite, Novation, and ADAM Audio brands.

"Japan has a rich culture that highly regards and cultivates musicians of all genres and levels. This passionate community of audio enthusiasts and professionals rely on our solutions to create and inspire their best work" said Tim Carroll, Focusrite Group CEO. "By establishing Focusrite Group Japan, we're making a strategic investment to deliver a more personalised experience, provide dedicated local support, and foster stronger relationships with artists, producers, and the broader music community in the region."

"Establishing Focusrite Group Japan has been a long-standing ambition for the company," continues Damian Hawley, Group Chief Revenue Officer. "The critical challenge was finding the right team - which we did. >From our very first meeting,

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it was clear they are deeply embedded in the artist community, with their office transforming into a creative performance space by night. Their extensive channel relationships, combined with a uniquely effective approach to marketing, position the Focusrite Group brands for long-term success in the Japanese market."

Focusrite Group Japan will be led by Kohei Oyamada, an industry veteran with deep experience in the Japanese audio market. Under his leadership, the new division will focus on enhancing customer service, expanding brand awareness, and driving stronger engagement with the local creative community through artist relations, educational initiatives, and events.

"The launch of Focusrite Group Japan represents an exciting new chapter for our company as we continue to grow our global footprint," said Charles Tetaz, Senior Vice President of Focusrite Group APAC. "We're looking forward to working closely with our customers in Japan to better understand their unique needs and priorities, and to deliver innovative solutions that inspire their musical creativity and professional workflows."

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