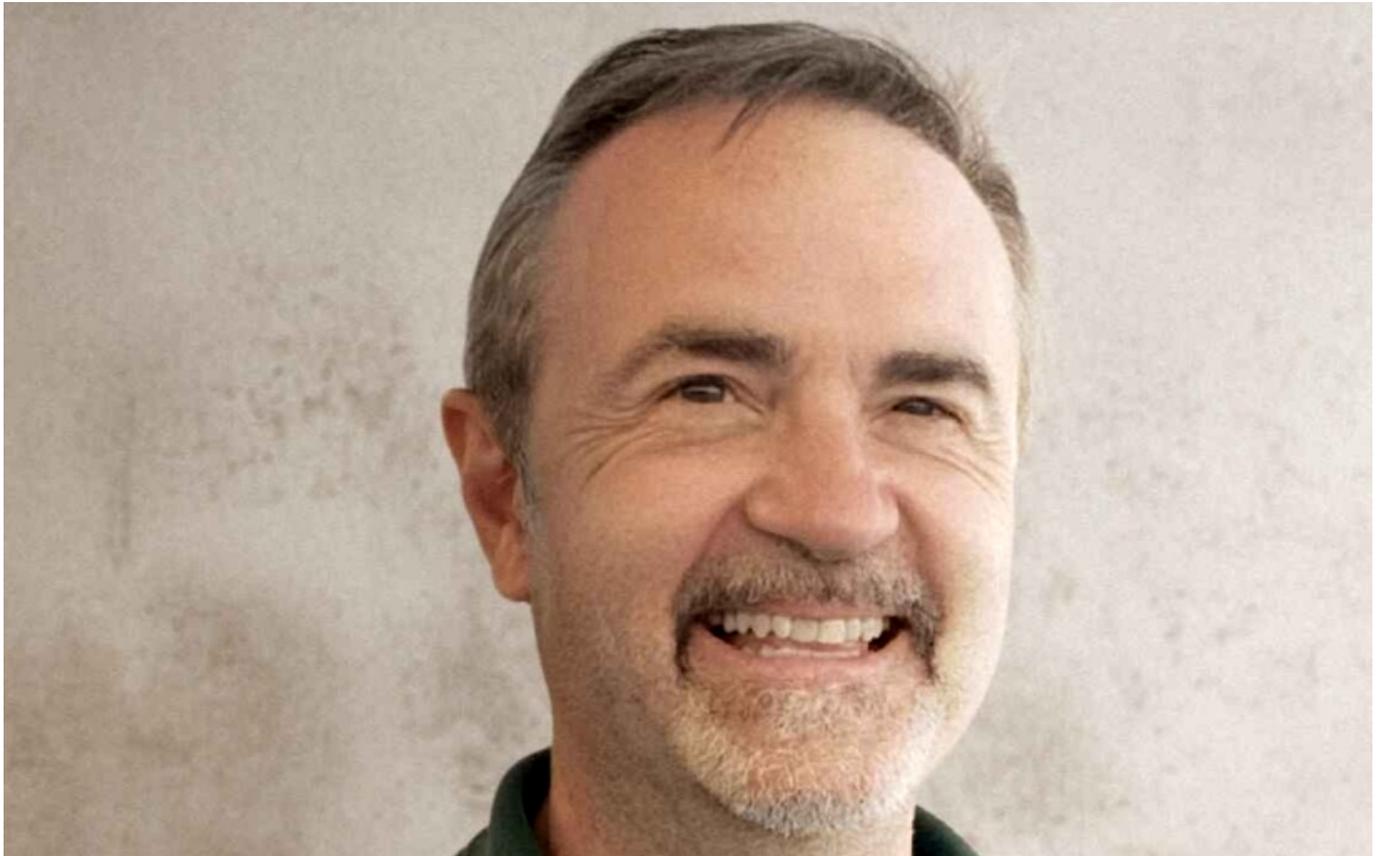


## **Giacomo Previ joins DirectOut**



DirectOut, a company with expertise in professional audio system connectivity, announces the appointment of Giacomo Previ as Director of Marketing and Strategic Partnerships. A highly accomplished strategist with over 30 years of excellence in the pro-audio sector, Previ will lead the company's global marketing strategy and drive high-level industry alliances.

Previ brings a formidable track record to DirectOut. His career includes 8 years managing OEM Sales at Powersoft and a 14-year tenure as Director of Sales and Marketing at 18 Sound, where he was instrumental in scaling global partnerships. His background is further strengthened by key roles in product management and marketing communications at Mackie Designs and RCF, which have given him in-depth, comprehensive knowledge of the international audio market.

"I am personally and professionally excited to welcome Giacomo Previ to our team," says Luca Giaroli, CEO of DirectOut. "Having known him for many years, I have always admired his deep market insight and unique ability to connect technology with business opportunities. His arrival is a game-changer for DirectOut, ensuring that our innovative spirit is matched by a world-class strategic vision as we expand our global footprint."

In his new role, Previ will focus on driving strategic global growth by enhancing

brand equity and market penetration for DirectOut's advanced Audio Solution Model. Additionally, he will cultivate high-level partnerships by leveraging his extensive network to build strategic synergies with world-class manufacturers, while also fostering product marketing innovation to effectively bridge the gap between engineering excellence and market-driven needs.

"DirectOut is renowned for its uncompromising quality and engineering innovation," says Previ. "I am thrilled to join the team at a time when the company is leading the way with AI-enhanced technological innovations. My goal is to help DirectOut reach its full potential as the ultimate solution for managing complex audio systems, ensuring that our audio solutions remain at the heart of the world's most demanding professional networks."

[www.directout.eu](http://www.directout.eu)