

## **Kurt Howell New DAD VP of Sales**



Digital Audio Denmark [DAD] announces the promotion of Kurt Howell to VP of Sales, North America. Howell – a veteran of the pro audio industry with nearly five decades of experience in sales, audio engineering, and live sound production – has served as part of DAD’s team in the United States for the past six years. His new position strengthens DAD’s presence in North America and represents the brand’s continued commitment to providing the highest quality interfaces and AoIP solutions to the North American market.

Howell initially joined DAD in 2019 as Director of Sales, North America. During his tenure, the brand has experienced impressive growth in all of its major customer segments – recording studios, broadcast, live sound, and post-production – in the region. Howell’s influence has also increased DAD’s educational presence within these markets and at major industry trade shows, raising awareness for the company’s innovative AoIP hardware and software solutions “Kurt has been an invaluable asset to DAD’s operations in the United States since he joined the company in 2019,” states DAD COO Mikael Vest. “The industry knowledge and experience he brings as VP of Sales, North America epitomizes our dedication to our growing user base, and to offering solutions to that group.”

“We have seen some of the most impressive implementations of DAD products in the North American market – from massive live setups for top touring artists such as Beyoncé, The Backstreet Boys, and Billie Elish to large-scale AoIP backbones in audio production facilities such as Jazz at Lincoln Center,” Howell adds. “I’m honored to have a role at DAD where I can put the power and flexibility of our products at the forefront and demonstrate to top engineers and installers in the industry what the future of networked audio has in store.”

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