RØDE appoints New European Sales Director

RØDE has today announced the appointment of Richard Johnstone as European Sales Director. Richard joins RØDE from Focusrite, where he held the role of VP EMEA Key Accounts, having previously held European management roles at Reason Studios, Steinberg, Line 6 and Yamaha. With decades of experience across sales, marketing and business development for some of the world's biggest audio brands, Richard will be working closely with RØDE HQ in Sydney, Australia to streamline sales and marketing operations in Europe. In addition, Richard will be providing localised support to RØDE's existing network of distributors across these territories.

This key hire signals further expansion for RØDE's European operations, which currently incorporate product development and marketing teams based in Germany and the UK. Richard will lead the local sales and marketing operations across Europe, supporting existing sales channels and working with RØDE's sales partners to develop and leverage new opportunities.

Commenting on the appointment, RØDE CEO Damien Wilson said, "As RØDE continues to expand and succeed, we are committed to sustaining the high levels of support and service that RØDE is renowned for worldwide. I am very pleased to appoint Richard Johnstone to head up our new European sales operations. He will bring a wealth of knowledge and experience to the role and allow us to deliver an even higher level of local support to our partners, dealers and customers."

Johnstone further commented; "With a fantastic existing line-up and an enviable roadmap of new products yet to come, RØDE is a company with a passion for innovation and a relentless drive to deliver incredible products for the world's creators. I am looking forward to working with Damien Wilson and the whole team at RØDE in continuing to build our European business".

This follows the opening of a new R&D facility in Heilbronn, Germany in early 2023 and the ongoing expansion of R&D, sales and marketing operations in the UK.

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