Dave Bryce New Royer Labs VP of Sales and Marketing



Royer Labs, recognized globally as a manufacturer of ribbon microphones and related accessories, announces the appointment of Dave Bryce to the position of VP Sales and Marketing. Bryce assumes the responsibilities previously managed by John Jennings following his ascension to becoming the company’s new President. Bryce started with Royer Labs on June 1st and is stationed at the company’s

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headquarters in Burbank, CA.

In his new role with Royer Labs, Bryce is responsible for a variety of functions including overseeing and expanding Royer's global sales network, managing the company's marketing team strategies and execution, and providing market insight and product evaluation to the company's executive management and R&D teams. Further, he will be interacting with Royer's many close endorsement clients (engineers, producers, musicians, etc.) to continue Royer's promotional/educational outreach to the pro audio community.

Bryce's industry-veteran background and experience make him well-suited for his new responsibilities with Royer Labs. Prior to joining Royer, he served more than a decade as Director of Sales & Marketing for Cloud Microphones. In that capacity, he spearheaded the introduction of the Cloudlifter, an inline signal booster that became iconic in professional audio circles, established a new channel in the industry, and went on to sell several hundred thousand units around the world. Prior to Cloud, Bryce introduced Adam Audio to the US market and developed the studio monitor brand into a multimillion-dollar product line. He has worked with Empirical Labs, Alesis, AEA, Amphion, and he continues as Managing Director of Music Player Network, which is known for its online forums geared toward the recording industry. Bryce is also a working keyboardist and voiceover artist, interacting with microphones regularly.

Asked about his new position with Royer Labs, Bryce says, "I've loved Royer's ribbon mics ever since they came on the scene in the 90s. It's one of the industry's most respected brands for many reasons and I'm knocked out to actually be a part of that team now. Being a musician, I can appreciate the depth of what Royer brings to the recording and live-sound worlds and I'm excited about getting the word out even further than it is now. I look forward to deepening Royer's already-good relationships with their retailers and distributors, and doing everything I can to help elevate the company to the next level."

John Jennings, President of Royer Labs, is equally enthusiastic about Bryce joining the company. "I've known Dave for 25 years and if I had to pick one word to describe him, it's 'passionate,' and we all know passion can move mountains. Dave always digs all the way in, with enthusiasm, loads of ideas, a great view of the landscape informed by his long-time presence in the pro audio industry, and a legendary amount of energy. He doesn't mind challenging the status quo and I think that's invaluable. Everyone at Royer welcomes Dave aboard and we're looking forward to seeing what we get done with him on the team!"

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