New Celestion Business Development Manager

Celestion, a manufacturer of professional loudspeakers and compression drivers for sound reinforcement applications, announces the appointment of Torben Müller to the position of Business Development Manager. In his new role, Müller’s primary focus is identifying, exploring, and developing new opportunities for growth alongside Celestion’s valued customers and partners. He is also responsible for serving many of Celestion’s international distributors, plus several key OEMs across both the pro audio and guitar sides of the business.

Müller joins Celestion with an extensive background in the music instrument and professional audio industries. After attaining a Master’s degree in Musicology and English, he initially taught music at a grammar school before transitioning to the music technology industry. He spent more than a decade in sales and promotion at Tube Amp Doctor (TAD), a market leader for premium-quality valves for guitar amplifiers. His tenure at TAD, which also serves as Celestion's German distributor provided an opportunity for Müller to gain a deep understanding of Celestion’s products and customers.

An active and passionate musician, Müller began studying classical piano at the age of six, taking lessons until he was 20. In 1994, he picked up the electric guitar and

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co-founded a group in 1996 that remains active today, recently releasing new music. This personal background as an active performer gives him a first-hand understanding of the critical importance of superior sound quality on stage.

"We are absolutely delighted to welcome Torben to our global team," says Andy Farrow, global sales director at Celestion. "His extensive product knowledge, combined with his solid relationships and commercial experience in the MI and pro audio sectors, makes him a perfect fit for this role. His passion and expertise will be major assets as we continue to support our partners and potential customers in Europe and beyond."

“The welcome from Celestion has been incredibly warm, and everyone has been wonderfully supportive, you can truly feel the devotion and excellence of the entire staff.” says Torben Müller. “With more than 100 years as a company, I am thrilled to be working for a brand with such significant heritage. To this day, they still remain on top of the game—how can you beat that? I feel honoured to help continue their legacy.”

Müller adds, “Beyond the heritage, there is so much impressive research, development, innovation, and engineering happening here, involving unbelievable technology that literally sets Celestion apart from any competitor. I look forward to being part of a devoted and dedicated team, meeting and working with our great partners and customers, and contributing to strengthening and growing the Celestion brand.”

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