

## **Genelec appoints Andrew Glasmacher**



Genelec Inc. announces the appointment of Andrew Glasmacher, to the position Sales Manager – Install & Professional Products. The latest addition to the Genelec Inc. sales team, Glasmacher is a seasoned sales and marketing professional with a diverse background spanning over two decades. The announcement was made by Lisa Kaufmann, Genelec Inc., Managing Director, and represents the company's ongoing initiative to bolster its U.S. sales force.

Prior to joining Genelec, Glasmacher served as a Regional Sales Manager for a commercial AV manufacturer's representative firm, overseeing territory sales management in Indiana and Michigan. He also worked as a Key Account

Representative assigned to the Sweetwater office, where he was responsible for product training, creating marketing campaigns and assets, managing inventory, and collaborating with various departments within Sweetwater, including Merchandising, Marketing and Video Production. Glasmacher also has experience as Marketing Manager/Media Specialist, having produced engaging sales, training and technical videos for another prominent AV brand. He also developed and delivered CTS-certified training courses nationwide and at prominent AV trade shows such as InfoComm and conducted webinars. His role involved regular interaction with end users to assess product effectiveness, and he contributed articles to major trade publications. Earlier in his career, he was a Sales Representative at a system integration company, where he assisted clients with purchasing and configuring professional audio equipment and provided post-sale training and support. He also served as a Territory Representative, managing a dealer network across Utah, Idaho and Wyoming.

In addition to his professional endeavors, Andrew is an accomplished musician. He is a vocalist and drummer for The Sweetwater All Stars, a nine-piece rhythm and blues-band based in Fort Wayne, Indiana. The group focuses on classic R&B songs from Motown, Stax, Chess, and Atlantic artists. He holds a Bachelor of Applied Science in Sound Arts from Ex'pression College for Digital Arts, where he graduated as salutatorian in 2005. "We have known Andrew for years, through his association with Sweetwater, and we are thrilled for him to join the Genelec Inc. sales team," states Lisa Kaufmann. "He has a wide skill set, with experience in sales, marketing, social media and beyond, and we look forward to seeing him put his unique perspective to work. Welcome, Andrew!"

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