

Audio-Technica U.S. expands Broadcast and Production Team



I-R: Ben Cochran, Gary Dixon, Brent Chamberlin

Audio-Technica, an innovator in transducer technology for over 60 years, announces the expansion of its team dedicated to the broadcast and production market. Longtime A-T employee Gary Dixon has been promoted to the newly created position of Audio-Technica U.S. Director, Broadcast Business Development. He will report directly to Kurt Van Scoy, Audio-Technica U.S. Vice President and Officer, Products, Business Alliances and Marketing. Additionally, Dixon's team will be supported by the following new appointments: Ben Cochran (Engineering & Technology Advisor) and Brent Chamberlin (Broadcast Sales Engineer). This team will have the combined focus and responsibility for the sales, strategy, support and product development for the broadcast division.

In his new role, Dixon will focus on strengthening relationships and developing new partnerships with broadcasters, production companies, rights holders, channel partners and service providers. As part of A-T's ambitious growth plans for the broadcast market, Dixon will also work closely with the company's Product and Engineering teams to bring the best of A-T's innovative solutions to broadcast and production customers across the Americas region. Dixon's diverse background covering broadcast applications, including sports and special events, will serve him

in his new role.

His 20-year career includes work in commercial audio markets, system solutions at Audio-Technica, and owning his own systems design and installation business. He also has many years' experiences in the community broadcast markets with freelance work and volunteering at Hudson Community Television (Hudson, OH). Over his 10 years at A-T, Dixon has assisted the company in driving sales through technical presentations; worked closely with Sales, Marketing, Audio Solutions and Product Managers to deploy marketing/technical documents for the successful application of A-T products in professional applications; and established and maintained positive industry relationships. More recently, he has created strategic plans for professional broadcast-related exposure and obtained his Certified Product Marketing Manager status from AIPMM, just to name a few.

Ben Cochran, recently appointed as A-T U.S. Engineering & Technology Advisor, will provide technical direction on new and existing products for Professional Broadcast. Cochran's ten-plus years with the company include product testing and engineering, research and development, and membership in various standards committees and new technology organizations. His background is heavily focused on microphone development and audio-over-IP solutions. He brings years of technical and hands-on experience with IP audio systems and their market-specific requirements. Cochran also contributes his great understanding of the broadcast and livestreaming markets, specifically within the house of worship markets as a long-time volunteer and church staff member. His diverse background will be employed toward designing products that push Audio-Technica's Professional Broadcast offerings into the future of media production.

Brent Chamberlin, recently appointed as A-T U.S. Broadcast Sales Engineer, will focus on developing new accounts with broadcasters, production companies, rights holders, channel partners, and service providers. His ten-plus years at A-T have been focused on technical support of all A-T products. He also has participated in the summer and winter games to support the application of A-T products for the host broadcaster. He is a multi-faceted engineer and musician. He loves to capture sound from behind an audio console just as much as creating music in front of a microphone. His passion for audio has driven him to embrace various roles within the industry. He is an advocate for audio education and continually applies his interest and skillset toward diverse, audio-related projects. He has also presented audio seminars at SAE Institute NY and Harvard University.

Van Scoy remarks, "Each member of this team has unique broadcast and production experience. Gary has developed exceptional product, management and sales skills in his career with Audio-Technica. And along with the additional appointments of Ben Cochran and Brent Chamberlin, both with exceptional technical skills and broadcast related experience, we have a team in place ready and willing to get the job done. They will provide a seamless move to lead and set plans and strategies for our broadcast division focus and success."

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