

## **Lawo appoints Nick Pemberton**



Lawo, a manufacturer of pioneering broadcast and media technologies, announces the appointment of Nick Pemberton as its new Global Partner Business Development Director. In this role, Pemberton will be responsible for leading the strategic and commercial development of Lawo's Global Partner ecosystem. Reporting directly to Lawo's Deputy CEO Jamie Dunn, Nick will work closely with Sales, Marketing, and Product Management teams to develop and execute partner success strategies aimed at expanding and strengthening Lawo's partnerships worldwide. Nick Pemberton will be based at Lawo's UK office.

Commenting on Nick's appointment, Jamie Dunn, Deputy CEO, emphasized the importance of the new role: "This role is strategically important and is a testament to Lawo's commitment to strengthening our partnerships across the globe. Nick brings a wealth of experience in building successful alliances and driving partner-focused growth strategies. His leadership will be vital as we continue to expand and optimize our partner ecosystem."

Before joining Lawo, Pemberton held several international leadership roles at well-known companies including Sennheiser, Harman, and most recently Avid, where he successfully led the EMEA Channel Partner Management team. Throughout his career, which spans over 20 years, Pemberton has played a key role in designing and executing alliance and partnership frameworks, growth strategies, and strategic program agreements.

In addition to his impressive commercial track record, Nick holds a BA Hons Degree in Sound Technology from the Liverpool Institute for Performing Arts (LIPA). He also began his career as a sound engineer specializing in live sound reinforcement, a background that gives him a unique perspective on the audio industry.

Expressing his enthusiasm for the role, Pemberton said: "I'm very excited to join Lawo and lead the development and drive the success of our global partnerships. I am highly motivated by the role, culture and Lawo's dedication to innovation which encompass my personal and professional values and passions."

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