

## K-array announces New Appointments



L-R: Daniel Strasserra, Francesco Maffei, Lorenzo De Poi, Simone Rossoni, Vincenzo Borrelli

Italian manufacturer of professional audio solutions, K-array, is marking the beginning of 2024 with a series of new appointments aimed at strengthening the brand's development on a global scale, with a focus on the AV market. Internally, Francesco Maffei, Simone Rossoni, Daniel Strasserra and Lorenzo De Poi are adopting new and strategic roles within the company, whilst well-known industry name, Vincenzo Borelli, joins K-array for the first time in the role of Business Development Manager focused on the live events market.

Firstly, Francesco Maffei, formerly Area Sales Manager EMEA, has been appointed to the new role of Sales Director. In this role, Maffei will oversee commercial efforts across all regions. "Having been part of the K-array story since the beginning, I'm very proud and excited to take on this new role. Thanks to the complete ecosystem of solutions offered by the K-array, KGEAR and KSCAPE product family, and our dedicated team, I feel very positive about the next step on this journey."

Also joining the sales team, Simone Rossoni will be responsible for driving growth and providing comprehensive sales support in the Italian and Swiss markets. "It is an honour for me to be a part of the unique K-array family," confirms Rossoni. "Together with our customers, I'm sure we are going to achieve great results in this exciting and challenging market."

With 16 years of experience working globally with K-array, Daniel Strasserra will take on the role of Global Business Development Manager, with a broad focus across all vertical market sectors. Within previous roles in the sales department and as a support engineer, Daniel has forged relationships with K-array partners worldwide, and this heritage will be pivotal in further developing the K-array brand in both new and existing markets. "I'm excited for 2024, where I'll be focused on

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increasing our impact on major projects, building relationships with international artists and DJs and growing our partnerships with rental companies,” explains Strasserra. “It is sure to be another strong year for K-array.”

A further appointment from within the K-array family is Lorenzo De Poi, who will be heading up Brand Management across both the K-array and KGEAR brands. De Poi has been instrumental in growing the prominence of KGEAR in his previous role as Global Sales and Marketing Manager and this new role will focus on cultivating the corporate identities of the two distinct brands. “Since 2020, I’ve been responsible for launching and maintaining our new brand, KGEAR, contributing to its remarkable success and the K-array group's overall growth,” reflects De Poi. “As Brand Manager for K-array, I'm eager to leverage my knowledge and passion to consolidate both brands for sustained growth through a “one ecosystem” approach. Our vibrant family spirit, shared with our exceptional team and cherished customers, fuels our passionate and unique approach and I’m excited to share this spirit with our clients at ISE.”

Finally, Vincenzo Borrelli, whose career in professional audio included several years as Regional Sales Manager at d&b audiotechnik, joins K-array to drive business development within the live events market. “My role at K-array will take many paths, supporting existing partners, identifying and creating new associations and looking for opportunities in additional sales segments,” explains Borrelli. “The vision is to discover partners that want to move forward with K-array's technology-led offerings. K-array has afforded me this opportunity to work with an innovative audio manufacturer and I can't wait to introduce the brand to as many companies as possible.”

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