

## K-array strengthens EMEA team



K-array recently announced the promotion of Michele Rossi to Area Sales Manager for the EMEA region. Rossi originally joined the company in 2016 working in the production and assembly department, before taking up the role of Service Manager. In this role, Rossi demonstrated exceptional leadership skills and a strong commitment to customer satisfaction, making him a clear choice for promotion to EMEA Area Sales Manager.

“As Service Manager, Michele played a crucial role in ensuring K-array's products were delivered and serviced to the highest standards,” explains Alex Tatini, Sales & Marketing President at K-array. “His extensive technical knowledge and ability to build lasting relationships with customers has made him a valued member of the K-array team, and we look forward to seeing where this new role will take Michele and the K-array group.”

As Area Sales Manager EMEA, Rossi will be responsible for overseeing sales operations in Europe, the Middle East, and Africa. He will work closely with K-array's existing network of distributors and resellers across the K-array, KGEAR and KSCAPE

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brands to drive growth and expand the company's market share in the region.

His promotion is a testament to K-array's commitment to nurturing talent and promoting from within. The company's culture of empowerment and development has allowed employees like Rossi to grow and advance in their careers.

"I am excited for this new opportunity to serve K-array and our customers in the EMEA region," says Rossi. "I look forward to collaborating with our talented team and partners to drive growth and deliver the best possible audio solutions to our customers from across the three K-array brands."

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