

L-Acoustics Announces New Organization



L-Acoustics announces the creation of a new sales organization that allows the company to drive its ambitious vision to deliver exceptional audio experiences for audiences worldwide through constant technology innovation, product development, and educational outreach. Renowned for creating the tools that deliver exceptional audio performance, the company is now poised to extend even more robust commercial support for global partners and clients across diverse markets and territories.

The new L-Acoustics sales organization is focused on sales strategy, business development, and building territorial sales channels. Under the general management of L-Acoustics CEO Laurent Vaissié, the new team will be spread across three divisions: Sales and Sales Operations will focus on developing regional sales channels; the Business Development team will concentrate on developing commercial expertise and end-user outreach in key vertical markets; and the Strategy Leadership team will develop mid- to long-term go-to-markets strategies and key partnerships as well as manage resource planning and market intelligence.

The new organization emerges with the retirement of Executive Director of Business Development Jochen Frohn who, for the last 14 years, has set the vision for the

global sales team. Frohn has created a legacy of performance and record-breaking results, while developing talented teams. “Jochen helped L-Acoustics build the strongest sales organization in the industry, centered on long-term growth, developing deep client relationships, and offering premium brand support and performance. We are grateful for his indelible contribution,” expressed Vaissié. “Following two years of preparation working with Jochen and our team on this transition, I am excited to announce the new sales organization, which has been designed to support exceptional market demand and fulfill our long-term vision.”

Heading up the new Sales and Sales Operations division, Jacob Barfoed has been promoted to the position of Global Director of Sales and Sales Operations. Having joined L-Acoustics earlier this year to head the company’s EMEA sales, Barfoed now takes on the responsibility of leading the Territorial Sales Teams, as well as the Sales Coordination and Customer Service teams. In his new role, he will drive the overall productivity and effectiveness of the territory sales organization and lead sales growth, while building and maintaining long-term business relationships with key clients of the global L-Acoustics network. Barfoed brings unique value to his role thanks to 20 years of experience at Sony Professional, where he developed an intimate understanding of the customer, distribution channels, and broader business environment of the professional A/V industry.

“It’s an honor to carry on Jochen’s legacy, and to lead this team of talented professionals who have proven their ability to create sustained growth,” states Barfoed. “This new organization heightens our strengths and poises the team to deepen our relationships with partners, clients, and end users in diverse and key markets across the globe.

Barfoed is supported by David Cooper, Director of Sales APAC, and BJ Shaver, Director of Sales Americas, and will continue to support EMEA sales operations while the company completes its search to fulfill the Director of Sales EMEA position.

Also reporting to Barfoed, Nick Fichte has been promoted to the position of Director of Sales, L-Acoustics Creations. Newly integrated into the global sales division, Fichte will spearhead the global sales strategy and development of the fast-growing L-Acoustics Creations network of certified integrators, driving ambitious growth in the residential, marine, and architectural markets. Before joining L-Acoustics in 2020, Fichte was a sales leader in residential business development at Crestron.



Within the Sales and Sales Operations division, Oksana Mudrak moves into the role of Global Head of Sales Coordination, managing the highly effective, multi-cultural sales support teams in the APAC, Americas, and EMEA regions. Mudrak will harmonize and strengthen L-Acoustics elevated standards of sales coordination across the globe to continue to ensure a high level of customer satisfaction.

"This new partner-focused organization will deepen our commitment in all three

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regional markets, develop our network presence globally, and allow us to strengthen commercial support to the L-Acoustics network of certified providers,” concludes Vaissié.

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