

## **Lectrosonics appoints Ethan Dayton & Jamie Criswell**



Lectrosonics, the renowned manufacturer of world class wireless systems for broadcast, film, music, location sound, houses of worship, live sound and theatrical applications, announces the appointments of two new employees joining the team: Jamie Criswell as Northeast U.S. Sales and Market Development Representative and Ethan Dayton as Technical Services Manager.

In his new role as Northeast U.S. Sales and Market Development Representative, Jamie Criswell will bring his market acumen, wireless knowledge, and sales experience with professional audio systems to Lectrosonics. He will be the sales and technical representative for all Lectrosonics customers in the region – including users, designers, and resellers, as well as acting as a marketing and development liaison. Criswell attended Xavier University in Cincinnati, Ohio where he received his degree in Classical Piano Performance. A musician and songwriter, he next did studio work where he became a recording and mastering engineer. This experience eventually brought him to a sales role with Alesis, followed by sales roles at Harman and Sennheiser where he worked in live sound and performance, for clients such as Broadway and Cirque du Soleil. Criswell’s background has laid the foundation for his new horizon at Lectrosonics.

“I’ve long known that Lectrosonics has a stellar reputation in the marketplace. The equipment is used in the most critical applications by the industry’s top

professionals.” he says. “What I now know from working here is that Lectrosonics has great people with a culture of passion, teamwork, and integrity.”

In his new role as Technical Services Manager, Ethan Dayton will manage the Customer Service and Parts & Repair departments, overseeing 20 employees whose jobs range from customer service and technical support, shipping and receiving, and product repair. Dayton began his career as a part-time camera operator in Colorado where he learned broadcast engineering and quickly moved to Technical Services Manager. Throughout his career Dayton has been a broadcast engineer for concert venues, television stations, and a wide range of sporting leagues including the NHL, NBA, and MLS. He has also worked as an operator and technician for events such as the Ultimate Fighting Championship and the NCAA Division 1 Men’s Basketball Tournament. In 2022, Dayton made the transition into the film industry where he served as the camera service technician for Panavision’s Albuquerque branch. His unique background in both the broadcast and film industry puts him in a well-suited position to manage his new role.

“I’m looking forward to further modernizing our repair department, listening to customers’ feedback, and implementing future-forward solutions to today’s audio problems. Our greatest asset is our customers. Taking their requests, thoughts, and ideas seriously is critical to the future of this industry. Through our customers’ voices, we are well equipped to identify and implement solutions for the next generation of filmmakers, broadcasters, thespians, musicians, and anyone else who needs the world’s best wireless audio products,” says Dayton. “Lectrosonics has a culture of listening to, respecting, and helping customers. I am excited to contribute positively to that culture while improving the processes behind what makes Lectrosonics one of a kind.”

“We are very excited to welcome Ethan and Jamie, these two very capable members, to the Lectrosonics team,” says Karl Winkler, EVP of Product Design and Distribution. “Both of them bring a wealth of knowledge and experience to the table and have already contributed to the company in a very short time.”

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