

Powersoft appoints Cristiano Traferri



Powersoft, a company with expertise in pro-audio amplification, today announces the appointment of Cristiano Traferri as house account professional leader. With over 25 years of industry experience across audio-video, commercial, and power electronics sectors, Traferri brings a wealth of expertise to strengthen client relationships and drive growth with increased emphasis on sustainable products and practises.

Throughout his career, Traferri has held key roles in marketing, key account

management, and business development, collaborating closely with clients worldwide across diverse industries, such as IT, ICT, lighting, industrial automation and telecom. “For me, joining Powersoft is the perfect opportunity to bring together the skills and expertise I have developed over the years,” he says. “It is undoubtedly the ideal environment for me, particularly due to the uniqueness of our products and the company’s values.”

Traferri’s vision includes fostering sustainable growth and innovation by leveraging deep client relationships, ensuring Powersoft’s solutions consistently exceed client expectations and drive mutual success. He will focus on enhancing Powersoft’s OEM client-centric approach by developing and maintaining long-term relationships with new and existing clients. As well as expanding Powersoft’s presence in emerging markets and sectors. “I aim to implement best practices and use technology to improve service, while upholding the highest standards of business ethics and integrity,” he adds.

In today’s fast-paced market, Traferri emphasises the importance of innovation: “Thinking outside the box is crucial for discovering new application opportunities. A fresh perspective, along with an awareness of time-to-market, can make all the difference,” he explains. “By challenging conventional thinking and exploring creative solutions, businesses can identify applications for their products and services that may otherwise go unnoticed.”

Welcoming Traferri to Powersoft, Giacomo Previ, sales manager manufacturers, says: “We are thrilled to have Cristiano join our Powersoft family. His extensive experience and novel approach align perfectly with our vision for the future. Cristiano will play a pivotal role in driving our growth and delivering unparalleled value to our clients.”

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