

## **Audio-Technica appoints Mark Humrichouser**



Audio-Technica, an innovator in transducer technology for over 60 years, announces the appointment of Mark Humrichouser as its Vice President of System Solution Sales/Marketing for Americas, Professional Products. In this new position, Mark will spearhead Sales and Marketing initiatives for System Solutions and Professional Products for all the Americas including the U.S., Canada and Latin America. Additionally, he will assume leadership of the Broadcast Sales Department.

Mark brings significant executive level experience in business development and

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leadership to Audio-Technica and is well known and respected within the Pro Audio market globally. He earned his degree in Marketing from Radford University and most recently held the position of Vice President of Global Sales at Shure Incorporated, and has previous Management and Sales experience at Sennheiser Electronic Corporation and Systems Wireless LTD. Reporting directly to the company's President/CEO, Manabu Aoki, Mark will chart a course for growth and innovation in the Pro Audio Landscape. Reid Peterson, Executive Director of System Solution Sales, and Gary Dixon, Director of Broadcast Sales, will report directly to Mark. Based on previous experience and market knowledge, Mark will also influence the global product development process for Pro Products. From a Sales perspective, Mark has extensive experience in managing both external sales representatives and direct sales associates.

With a track record of accelerating growth and surpassing financial objectives, Mark is poised to drive Audio-Technica towards a significant increase in System Solution market share throughout the US, Canadian and Latin American markets. His expertise in wireless systems products and applications will be instrumental in enhancing product visibility and utilization, further cementing Audio-Technica's reputation as an industry leader. Mr. Aoki stated, "We are excited to bring someone with Mark's talent and experience to Audio-Technica. We are confident that he will provide the leadership that is necessary for us to gain market share in the Pro Audio industry."

Recognizing System Solution and e-commerce as pivotal growth areas, Audio-Technica remains committed to advancing its business objectives under the leadership of Mr. Aoki, who will continue to drive e-commerce growth and spearhead Marketing Communication strategies. Mark's primary focus will be on fortifying and expanding the System Solution business across the Americas.

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