

## **Glenn Roop New Audix Key Account Manager**



Audix, a manufacturer of superior quality microphone products which is a part the Videndum Media Solutions group, announces the appointment of Glenn Roop to the position of Key Account Manager and Consultant Liaison. In his new position, Roop will oversee the cultivation of marketplace client relationships and drive brand expansion with a focus on product-oriented solutions.

Glenn Roop brings a wealth of experience to the company which spans the professional audio and broadcast industries. Prior to pursuing his studies at Kent

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State University, he embarked on his professional career at radio station WKNT, conducting human interest type interviews with the local community. His tenure in broadcasting gave him hands-on experience in repairing intricate equipment, including microphones. After college, he established his own DJ company, Entertainment Concepts, and then secured a role in inside sales at Audio-Technica, where he progressed over the years from Regional Director to National Director, ultimately assuming the role of Director of Professional Products.

Glenn later joined CAD Audio, where he played a pivotal role in sales, marketing, and artist relations, playing a big part in the company's introduction of new product categories to market, including headphones, wireless technology, and installation products. The new appointment reinforces Videndum's continued commitment to strengthening its position in the audio marketplace and expanding its professional audio team, by hiring professionals who bring extensive industry knowledge and expertise to the group.

"Videndum is committed to continually improving our value proposition for our customers and end users," says Bjørn Rennemo-Henriksen, Audio Sales Senior Director. "We welcome Glenn and his vast industry experience in the professional audio segment, which strengthens our position even more to deliver on our commitment." "Audix is a very strong and recognized brand with substantial global opportunities," says Roop. "There's a really a bright future for Audix and I'm excited to be able to be a party of its journey."

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