

New Sales Leadership for Eventide Audio: Joe Cozzi and Bohan Xie



L-R: Joe Cozzi, Bohan Xie

Eventide Audio today announced that Joe Cozzi and Bohan Xie have been promoted to new sales leadership roles. They will be responsible for leading sales efforts for the company's products, as well as expanding the scope of distribution worldwide.

In the new role of Sales Manager–Americas, Joe Cozzi will manage accounts in the Americas for their audio and broadcast lines. He joined Eventide in 2015 as a National Sales Manager where he has spent the last seven years traveling the United States and Mexico supporting the dealer network and growing new business channels. He is responsible for managing accounts, conducting dealer trainings, and supporting the marketing division by attending trade shows and generating instructional video content. Through the years his territories expanded to include Canada, Central and South America.

Prior to joining Eventide, Cozzi worked with Line 6 as a Product Specialist servicing the mid- Atlantic and Southeastern territories. Before that, he spent over a decade at Guitar Center moving up through pro audio sales into management as a Sales Training Manager. Additionally, his work as an engineer garnered recognition on a Latin-Grammy award winning album. He loves making electronic music, playing guitar, and playing soccer. He holds a bachelor's degree in Music Engineering from the University of Miami. Joe is based in Miami, FL.

In his role as Sales Manager–EMAC & APAC, Bohan Xie is responsible for leading sales efforts for the company's hardware and software products in EMEA & APAC regions, as well as expanding the scope of distribution for Eventide products in those areas. Xie joined Eventide in 2016 as a software engineer, developing software and apps that work with Eventide hardware. In 2017, he was named Regional Ambassador and he has been traveling in Asian countries/regions to

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Monday, 08 August 2022 18:30

represent Eventide since then. In 2020, he was promoted to Sales Engineer to work with more partners and help with the manufacturing and logistics of Eventide hardware products.

Xie has a Master of Music degree in Music Technology from New York University. He holds a Bachelor of Engineering degree in Automation Engineering from Xi'an Jiaotong University.

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