

## Genelec strengthens Nordic sales team



L-R: Frederik Setterberg, Mirko Ekberg

Genelec has further expanded its Nordic sales operation with the recent appointments of Mirko Ekberg and Fredrik Setterberg, both of whom bring with them a wealth of professional audio experience.

Ekberg joins Genelec's Finnish team as Pro Audio Sales Manager, with responsibility for developing both Studio and MI dealer networks and building closer relationships with key studio customers. With a combined 20 year track record of distinguished sales management with both Fender and the Luthman distribution group, Ekberg steadily progressed to the role of Chief Sales Officer for Finland and the Baltics for Luthman Nordic.

Setterberg joins Genelec's own Swedish distribution team as Sales Engineer, focussing on pre-sales and sales support across the Studio, AV and Home Audio segments. With over two decades of industry experience in both sales and technical solutions, Setterberg will be providing expert assistance to dealers, systems integrators and end users alike with training, demonstrations and on-site loudspeaker system calibrations.

Ekberg comments that "Genelec is an amazing brand and I'm thrilled and excited to be given this opportunity to join the family. I've always loved the process of really getting to understand my customers, so I'm looking forward to building and maintaining close customer relationships and providing a premium service at all levels."

"Having been in the industry for many years, Genelec has always been the go-to

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brand for me when working as an AV integrator,” adds Setterberg. “In my new role as Sales Engineer, I’m now pleased to be able to assist Genelec’s Swedish customers across all segments with system design and both pre-sales and post-sales support.”

“We’re extremely happy to add two such experienced, skilled and respected professionals to our Nordic sales team,” concludes Mikko Tuomi, Genelec’s Nordic Sales Director. “In their individual roles they will strengthen our already robust team, bring us closer to our key business partners, and provide even higher levels of customer satisfaction.”

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