

### Jimmy Liang New Genelec China Sales Manager



Genelec has expanded its team in China with the appointment of Jimmy Liang as Sales Manager, with special responsibility for developing Genelec's presence in both the Studio and AV Install segments in South China. This new appointment is part of Genelec China's continued commitment to elevating the customer experience – and has also seen the establishment of a new office and listening room in Guangzhou, with plans to further strengthen technical support and services for customers in the south of the country.

Liang has previously held positions as Technical Sales Director at Sound Works & Supplies Limited (SWS) and Technical Sales Manager at Digital Media Technology (DMT). With over a decade of experience in professional audio, Liang has been responsible for the system integration of projects for many broadcast and institutional clients across the region. "Before joining Genelec, I was already a loyal user of their technology, having used both the 8000 series and G series loudspeakers – and I've now added 'The Ones' three-way coaxial models to my

## Jimmy Liang joins Genelec China's Sales Team

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home set-up," comments Liang. "The professionalism and service attitude of the Genelec China team have left a deep impression on me, and I'm very pleased to join this first-class company."

"Jimmy brings extensive experience in the broadcast and fixed installation fields and possesses a deep understanding of Genelec's product ranges and applications," adds Jack Wu, Sales Director at Genelec China. "His addition strongly supports our business development in the dynamic Greater Bay Area, and brings us even closer to our customers in South China."

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