

# New Audio-Technica Commercial Audio Team Members



Audio-Technica has recently expanded its UK Commercial Audio sales team with two new appointments, Craig Higgins (second from right in picture) and Sonny Sloggett (first from left in picture), reflecting the company's increasing activity in the integrated audio and live sound verticals. The new roles ensure dedicated support for customers across the UK, with Higgins and existing team member Tom Ackroyd taking up positions as Business Development Managers, Live Sound for northern and southern regions respectively. The company's Integrated Audio team now comprises Business Development Managers Sloggett (North) and Jack Spenn (South, second from left in picture).

In addition to expanding its commercial sales team, Audio-Technica has introduced project support services to offer customers designs and recommendations from Audio-Technica's brand portfolio. Furthermore, Audio-Technica has launched a B2B trade portal, which allows customers to check stock, review pricing and self-serve, enhancing the overall purchasing experience.

Audio-Technica's Commercial Director, EMEA Gary Maguire said, "As a result of both sales growth and product technological advancements in our commercial markets, we are announcing the expansion of our sales team. This change will offer our customers and their clients additional expertise to support their business growth. The new structure will focus specifically on the live sound and integrated audio

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market verticals."

Nick Turner, Audio-Technica Brand Manager, Europe added, "I'm really pleased to welcome Craig Higgins and Tom Ackroyd [first from right in picture] as our new Business Development Managers for Live Audio. Both have extensive technical expertise as sound engineers and project managers, combined with a commitment to delivering exceptional service, and I'm confident they will thrive in their new roles and make a significant impact for our customers."

Logan Helps, Brand Development Manager, Europe, commented "I am fortunate enough to lead an integration markets team which comprises exceptionally skilled and experienced members. Jack O'Connor serves as our Junior Project Designer, bringing innovative design solutions to our projects. Jack Spenn, our Business Development Manager for Integration Audio, South, adds his expertise in project management and client relations.

"And now we're thrilled to welcome Sonny Sloggett as the new Business Development Manager for Integration Audio, North, introducing strategic commercial insights to our team. From providing free customer project support to leveraging expert project management skills we're more focussed than ever on securing the best outcomes for our clients."

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