

# NUGEN Audio Announces Executive Promotions

## Company Promotes Charles Blessing to CEO and Sophie Guest to CMO



The executive team at NUGEN Audio announces the immediate promotions of its senior team members, Charles Blessing and Sophie Guest, who will be stepping into the roles of CEO and Chief Marketing Officer (CMO), respectively. The changes come as NUGEN Audio Co-founder Dr. Paul Tapper steps back from his position as CEO to focus on his new immersive gaming brand, Fruity Systems. Tapper will continue to serve as a Director and Chief Financial Officer (CFO) for NUGEN Audio. Additionally, Guest will join Blessing and Tapper on the company's Board of Directors.

"I co-founded NUGEN Audio in 2004 with the goal of changing the world of audio," says Tapper. "I am honored to have been able to lead this brand for so many years, and I am excited to move into my new role with NUGEN, and to continue to serve the company as a Director. I know that NUGEN is in capable hands, and that Charles will work tirelessly as CEO to continue to evolve our creative and technological advancements. I also applaud Sophie for her devotion to NUGEN, and I am certain she will develop new and exciting ways to present our solutions to the industry."

As CEO, Charles Blessing will continue to push forth the company's forward-thinking efforts and provide the leadership needed to take NUGEN Audio into the future. Blessing, who previously served as the brand's Chief Technology Officer (CTO) first joined the company as a Software Engineer in 2013. Prior to that, Blessing, who has a degree in Computer Science and Maths from the University of York, held several programmer and engineer positions with Team17 Software.

In his new role, Blessing's goals for the company are to continue creating and delivering products of uncompromising quality, ones that audio professionals crave. "I value quality over quantity and at NUGEN Audio we invest in our people to ensure that we can deliver just that," he says. "We're here to serve our customers by developing and delivering the products they require to run successful and effective businesses themselves. Additionally, I am part of an already successful team and I know that it's always important to invest in those around you to ensure that the customer gets the best experience."

Among those existing team members is Sophie Guest, who has been promoted to CMO and will now join Tapper and Blessing on the Board of Directors. Guest first joined NUGEN Audio in 2018 as Creative Marketing Manager and most recently served as Marketing Director. A creative thinker who moonlights as a radio presenter and voiceover artist, Guest is a graduate of Manchester Metropolitan University, from which she holds a degree in Hospitality and Events Management. After pivoting from her initial career path, Guest held various sales, marketing and promotions positions before coming to NUGEN Audio.

Guest is an ambitious leader, who will point the NUGEN Audio marketing team in an effective direction that benefits the brand. "I love figuring out what makes the team tick, and I am not averse to adventure and experimenting with marketing strategies," she says. "I have a passion for getting to the 'why' of everything, and I aim to drive NUGEN forward, while also inspiring and learning from others?and making people smile along the way."

As the audio industry rapidly evolves, NUGEN Audio continues to expand alongside. Blessing's previous role as Chief Technology Officer (CTO) will be filled after the start of the year by NUGEN Audio's Senior Software Engineer, Patxi Monedero. These promotions are a great way to provide fresh insight for the brand and open the door to further expanding the team with more creative and technology focused minds in the future.

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