



Hamlet Ambarsoom

FAIRFAX, VA—AVIXA has named **HAMLET AMBARSOOM** vice president of sales and marketing. Ambarsoom will manage AVIXA's strategy for sales and marketing activities, ensuring growth in product and service areas.



Derrik Lam

AURORA, IL—**DERRIK LAM** has been promoted to vice president of global product development at PEERLESS-AV. In his new role, Lam will be overseeing Peerless-AV's global engineering and product management functions. Lam has been with the company for nearly 20 years, first joining the company as a design engineer, then progressing onto various positions in product development and operations for the U.S. and European offices.



Adam Green

MONTREAL, CANADA—**BROADSIGN** has hired **ADAM GREEN** to oversee the growth of its global programmatic DOOH platform as SVP and general manager of Broadsign Reach. In his new role, Green will manage sales efforts with publishers; partnerships with DSPs, exchanges, and advertisers; marketing; product development; and more. He joins Broadsign from Google, where he led its relationships with large media and creative agencies in Canada.



Michael DiBella

HAUPPAUGE, NY—**MICHAEL DIBELLA** has joined IVCI as VP of marketing. With more than 20 years of highly innovative cross-channel marketing, DiBella is tapped to revitalize IVCI's global messaging and brand management to align with the company's new direction.



Aravind Yarlagadda

COSTA MESA, CA—QSC has hired **ARAVIND YARLAGADDA** as its chief technology officer and executive vice president of product development. In this newly created role, Yarlagadda will oversee all aspects of product development for QSC.



Katie Beckmann

EMERYVILLE, CA—ADVANCED SYSTEMS GROUP has hired **KATIE BECKMANN** to manage key enterprise IT accounts in Northern California. Beckmann spent more than five years in various roles with Quantum, most recently as a regional sales manager in Northern California.

MONTREAL, CANADA—**MICKEY CURBISHLEY** has been named president of SOLOTECH's U.S. Rental division. He will be responsible for the company's touring, special events, and corporate market segments in the U.S.



Kevin Broce

BURBANK, CA—RIEDEL COMMUNICATIONS has appointed **KEVIN BROCE** to spearhead business development for the company's U.S. West Coast operation. Broce brings more than a decade of experience in live event production and audio technologies to his new role.



Kris Koch

ALAMEDA, CA—**KRIS KOCH** has joined CLEAR-COM as regional sales manager for the Southwest region of the U.S covering southern California, southern Nevada, Arizona, New Mexico, and Colorado. Koch will actively participate in consultative sales activities, product demonstrations, local and national trade shows, and system designs.



Jeff Rocha

MARCOUSSIS, FRANCE—L-ACOUSTICS has promoted **JEFF ROCHA** to the newly created position of director of product management. Rocha will be responsible for the product development lifecycle and liaising with key stakeholders across geographies and functions to recommend and implement new processes and systems.



David Frederick

EMERYVILLE, CA—ADVANCED SYSTEMS GROUP has hired **DAVID FREDERICK** as head of marketing. He will be responsible for all external communication, event coordination, and product and services messaging for ASG and its wholly owned subsidiary, DiaQuest.



Adam Vidaurri

LAS VEGAS, NV—**ADAM VIDAUERRI** has been appointed lighting director at 3G PRODUCTIONS. An industry veteran, Vidaurri now assumes a leadership role in developing and growing the company's production lighting team.



Christopher Ahern

NILES, IL—JOSEPH ELECTRONICS (JE) has hired **CHRISTOPHER AHERN** as director of business development, sports and Northeast. In the newly created position, Ahern is responsible for strengthening existing relationships, expanding the reach of JE into the broadcast market, and securing project and

## >>> Rep News

SAN JOSE, CA—**MIZZEN MARKETING**, a manufacturers' representative firm based in Mansfield, TX, has signed on to represent ATLONA's commercial AV business in the south-central United States, covering the states of TX, AR, OK, and LA.

HILLSBORO, OR—**SAPPHIRE MARKETING** has been hired to support LEYARD AND PLANAR in the commercial market in the Northeast region.

NEWBURY PARK, CA—ALLEN & HEATH USA and its distributor, AMERICAN MUSIC & SOUND, have appointed **IMAGE MARKETING WEST** to serve as their manufacturers' representative covering Northern California.

BEAVERTON, OR—BIAMP SYSTEMS has hired **ON THE ROAD MARKETING (OTRM)** as its independent representative throughout the Northeastern U.S., representing the Vocia family of products.

STEVENSVILLE, MD—VIDEO MOUNT PRODUCTS has named St. Louis-based **ASCHEMAN MARKETING GROUP** to represent its full line in the Missouri, Kansas, Iowa, Nebraska, and southern Illinois territories, effective immediately.

OVERLAND PARK, KS—MSE AUDIO, parent company of SoundTube Entertainment, Soundsphere, dARTS, Phase Technology, Induction Dynamics, SolidDrive, and Rockustics, has announced **AVA AUDIO VIDEO ASSOCIATES** as its commercial representative of the year.

integration specifications for the breadth of JE's offerings.



Ted White

LOS ANGELES, CA—**TED WHITE** has rejoined FOCUSRITE PRO as the company's global marketing manager; White had served as senior technical sales and product manager focused on RedNet's Dante networked audio converters and interfaces from 2012–2016. In his new role, White will be tasked with implementing marketing initiatives and campaigns that aim to meet the Focusrite Pro division's business goals.



Gregory Kokorda

PHILADELPHIA, PA—**GREGORY KOKORDA**, director of Furniture Fixtures and Equipment (FF&E) is the newest addition to the ALMO HOSPITALITY DIVISION. With more than 20 years of experience in the hospitality market, Kokorda is responsible for driving business in FF&E with Almo product lines such as Agio, Midea, Magic Chef, and Ramler. Prior to Almo, he served as president of OS&E, Inc. a hospital-ity reseller firm.