

people



Stephanie Frey

AURORA, IL—**STEPHANIE FREY** joined PEERLESS-AV as the company's director of marketing communications. She brings more than 14 years of experience in both B2B and B2C marketing.



Michael Bridwell

SAN CLEMENTE, CA—DANA INNOVATIONS has appointed **MICHAEL BRIDWELL** to director of commercial sales. Bridwell will be responsible for building strategic partnerships with key associations, manufacturers, system designers, and integration firms across the commercial landscape.



Charmaine Torruella

MOUNTAINSIDE, NJ—AV-industry veteran **CHARMAINE TORRUELLA** has joined VERREX as global managed services account executive. Torruella will contribute to the company's enterprise sales initiatives by delivering Verrex's portfolio of service, support, AV-as-a-Service, remote monitoring, and staffing solutions to clients throughout the New York metro region.



Steve Young

BERKLEY, CA—**STEVE YOUNG** is now chief operating officer of DAVID CARROLL ASSOCIATES. In his new role, Young will work to spearhead the company's growth in Northern California's San Francisco Bay area.



Scott Lowder

FAIRFIELD, NJ—MIDDLE ATLANTICA PRODUCTS has reorganized its electrical engineering and power product management teams into a single department. The combined unit will be run by **SCOTT LOWDER**, the company's director of product power management. Lowder and his team will increase their focus on solving integration and specification challenges with innovative solutions.



Jewel Kusek

LONGMONT, CO—**JEWEL KUSEK** has joined the DPA MICROPHONES team in the United States as general manager. Kusek is responsible for the strategic financial leadership of the company.



Mark D'Addio

SUNNYVALE, CA—VITEC has promoted **MARK D'ADDIO** to senior vice president of sales and marketing. D'Addio, who has more than 25 years of video expertise, will join the company's senior leadership team as part of its commitment to ensuring excellent customer service.



Jonathan McGarry, CTS

BUENA PARK, CA—YAMAHA PRO has added **JONATHAN MCGARRY, CTS** to its newly formed commercial installation solutions sales team. McGarry will focus on contracting and sound reinforcement dealers in the Northeastern U.S.

>>> Rep News

OVERLAND PARK, KS—MSE AUDIO, parent company of SoundTube Entertainment, SolidDrive, Rockustics and Soundsphere, has appointed **CARDONE, SOLOMON & ASSOCIATES** as the company's representative for the commercial market in the New England States.

TROY, MI—NAI has appointed **TRILOGY** as its manufacturers' sales representative in the Midwest. Effective immediately, Trilogy will represent NAI's capabilities in the design and manufacturing of cable assemblies and harnesses.

10-year stint handling outside sales for a major industry retailer, as well as owning a recording studio.

FARMINGDALE, NY—GROUP ONE has appointed **ROB LEWIS** as regional sales manager for the Calrec Audio line of digital audio consoles. Based in San Francisco, Lewis will manage all Calrec sales in the Southeastern U.S., in addition to assisting the entire Calrec team with the overall business.



Rob Lewis

SALT LAKE CITY, UT—CLEARONE has appointed industry veteran **TONY DURHAM** to the role of pro AV consultant liaison. He will consult with professional consultants and designers involved in the design and installation of major AV projects.



Tony Durham

PENRYN, UNITED KINGDOM—ALLEN & HEATH has appointed R&D director **ROB CLARK** to the role of managing director, following the decision by Glenn Rogers to step down. Clark joined the company as a digital R&D engineer in 1993 and has played a key role in the development of the company's digital mixers, becoming R&D director in 2008.



Rob Clark

BURBANK, CA—ELECTROSONIC has appointed **STEVEN FISHER** vice president of Design Consulting and **ROB POURCIAU** as director of Design Consulting, Audiovisual. Fisher and Pourciau, New Orleans natives who have known each other for more than 20 years, will work to lead the division through a new period of growth and expansion.



Steven Fisher



Rob Pourciau

LOS ANGELES, CA—FOCUSRITE PRO is pleased to announce the appointment of **MARIO DE ARCE** to the role of Western U.S. accounts manager. In his new role, he is responsible for growing sales of Focusrite Pro's Red, RedNet, and ISA ranges.



Mario de Arce

NEW YORK, NY—PEXIP has named **CHRISTOPHER FORD** to lead its Americas sales and marketing operations. His responsibilities will include customer engagement, channel development, and building awareness of the company's videoconferencing and collaboration products and services.



Christopher Ford

EDISON, NJ—RCF has named **JUSTIN BROCK** new retail accounts manager. He joins RCF after a



Justin Brock



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