



CHRISTOPHER SPAHR

DPA Microphones

Q: What is your new position, and what does it entail?

A: My new position is vice president of Sales and Marketing in the US. It requires me to manage and grow my existing dealer network in the Eastern Region, while overseeing the entire US Sales team in terms of sales

growth, promotional activities and dealer outreach within their regions. I'll also be working closely with our US Marketing Manager to coordinate our marketing efforts in the US with those from our headquarters in Denmark. Additionally, I'll also be supervising our two new business development managers in the field, along with a new sales coordinator helping us out from our US office in Longmont, CO.

Q: How has your background prepared you for your new role?

A: I've worked all of my professional adult life in the audio industry. I started out as an audio engineer for studio and live sound, then worked as an independent manufacturer's rep, a systems integrator and also spent several years doing both sales and tech support on the manufacturer side of the Pro Audio industry. I think I've seen all sides of this business and I try to actively use this knowledge to figure out what types of things work for DPA and also for our dealers and end users. I've also been involved with some large teams in past work environments, and making sure that everyone's particular talents are utilized in the correct manner will be extremely important for my role with DPA.

Q: What new marketing initiatives are we likely to see from the company?

A: DPA will be investing heavily into Social Media and electronic campaigns since more people use this as their primary means for product education and interaction with the manufacturer. We will also be expanding and updating the popular Mic University section on our website, as well as increasing our educational events around the country, bringing knowledge to the people that use our microphones. Additionally, we will be undergoing more dealer-based marketing programs in conjunction with our dealer partners around the US.

Q: What are your short- and long-term goals?

A: Along with increasing sales, I will work to increase our brand awareness, evangelize DPA Microphones and the benefits of using them, and train our customers about the importance of good, accurate audio with microphones being the first critical step in the audio chain. A long range goal would be helping customers realize that these standards may no longer be "good enough." We have 4K and immersive video now, high-quality playback systems and the ability to change room acoustics with a software preset. Our customers shouldn't be stuck with microphones that are subpar to high-quality video.

Q: What is the greatest challenge that you face?

A: I think my greatest challenge in the US is getting everyone to know DPA as a brand. We're still that "best-kept secret" for a lot of users, especially on the professional level. But I want that "secret" to filter down to everyone in the audio visual industry. The challenge is to get the casual microphone user/audio practitioner to know DPA Microphones and our very broad product offerings, and to think of us as one of the first options that they are looking at for their application.



T.J. Smith

Eastern Acoustic Works (EAW) has appointed **T.J. Smith** as president and general manager. Prior to joining EAW, Smith held a variety of leadership roles with the Harman organization. His most recent assignments include four years as general manager of the company's operation in Shenzhen, China and management of the signal processing brands based in Salt Lake City, UT. Smith holds an engineering degree from Oral Roberts University and an

MBA from Indiana University. He is in the process of relocating to the company's headquarters in Whitinsville, MA.



Dinshah Sanjana

EastWest has appointed **Dinshah Sanjana** to its executive team as vice president of Sales. Sanjana will head the strategic development of EastWest and its international distributor and dealer network. Previously, Sanjana spent 11 years at Guitar Center, rising to the position

of category manager, Software and Controllers for both Guitar Center retail (270 stores) and Guitar Center online properties such as GuitarCenter, MusiciansFriend, Music123 and WoodWinds&BrassWinds.



Salena Scardina

Sweetwater has hired **Salena Scardina** for the newly created position of senior vice president of Customer Experience. She is charged with identifying opportunities to enhance Sweetwater's customer service. Scardina served in a similar position for the past four years at Vera Bradley in Fort Wayne, IN, and prior to that, spent 15 years at McDonald's Corp., presenting a unified view of customer experience to the organization.



Tom Chudyk

Neutrik USA has promoted **Tom Chudyk** to the position of Sales Director. In his new company role, Chudyk will be responsible for Sales at Neutrik USA and will manage the company's regional managers and the business development manager. He commenced work on January 1, 2016 and is stationed at the company headquarters in Charlotte, NC.



James Duvall

American Music & Sound has appointed **James Duvall** as commercial solutions specialist. In his new position, Duvall will assist consultants and integrators in system design and product application for Allen & Heath products. Previously, Duvall was the owner and lead consultant of Creative Engineering and Solutions for 12 years. He has worked as a production manager and a FOH and monitor engineer, and has designed both installed and portable sound systems.



Joe Commare

Riedel Communications has named **Joe Commare** as its new marketing and sales manager, North America. Commare will design and implement new mar-

keting strategies geared specifically toward North American markets as well as provide sales and technical support when needed. Previously, he served as an account director for Wall Street Communications, and before that, served in multiple senior-level sales and marketing roles for optical fiber-based technology companies, including 14 years with Telecast Fiber Systems.



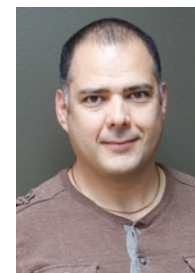
Tom Menrath

Cutting Edge Audio and Video Group, has named **Tom Menrath** as managing director. Menrath brings to Cutting Edge more than 25 years of entrepreneurship in the professional community. Most recently, Menrath stewarded Vintage King Audio through a four-year expansion period as director of Strategic Development. He previously launched Monster Cable's Pro/MI business and created Guitar Center's GC Pro division.



Larry Deeds

Minnetonka Audio has named **Larry Deeds** as director of Enterprise Sales, the Americas. Deeds will focus on B2B sales enterprise sales in North, Central, and South America. Previously, he spent 21 years as the general manager & director of sales for Audio Intervisual Design, Inc., in West Hollywood, CA.



Juan Carlos Bolomey

Primacoustic, a division of Radial Engineering, has named **Juan Carlos Bolomey** to its Primacoustic Business Development and Technical Support team for Canada. Bolomey was born in Chile, migrated to Australia and has lived in Canada since 2007. He has several years experience as an audio engineer and live sound tech, working in theater productions and for two cruise lines. He was also a sales manager and technical specialist prior to joining Primacoustic.

soundREPS

■ Fusion Tech Marketing now represents Primacoustic and Jensen in Missouri, Kansas, Nebraska and Iowa.