



Robert Winterhoff

Beyerdynamic has named **Robert Winterhoff** as its new managing director of Global Sales and Marketing. He joined the beyerdynamic GmbH & Co. KG senior management team in November. Winterhoff worked for Harman International Industries for almost 20 years, where he held several managerial positions. Most recently he was responsible for emerging markets such as Brazil, China, India and Russia as director of global sales for emerging markets, and BRIC countries.



Chris Neethling

Neutrik has promoted **Chris Neethling** to the position of chief sales officer of the entire Neutrik Group. Previously, as global financial manager, he oversaw global pricing and logistics for international customers based in the U.S., and supervised financial, warehousing, supply chain management and IT. functions.

In his new role, Neethling will coordinate all of Neutrik's cross-border sales activities, and will be responsible for Neutrik marketing activities worldwide.



John Bigay

iZotope has added **John Bigay** as chief marketing officer. Bigay will lead the strategic development and execution of global marketing, e-commerce, and education initiatives, having led marketing teams at Lavastorm Analytics, Datto Backupify, BzzAgent and Captivate. Bigay began his career in the music industry, as a touring and studio drummer and in marketing roles for Motown Records, MCA Records, and Universal Music.



Jeff Beck

CAD Audio has promoted **Jeff Beck** to vice president, Sales with responsibility for overseeing and driving domestic, international and Internet sales for the company and all

sub brands. In 2007, he joined CAD as an inside sales representative and was promoted to national sales manager in 2009, taking on the responsibility for International Sales in 2013 before this promotion in January.



Sunil Malhotra

Pelican Products has appointed **Sunil Malhotra** as senior vice president of Worldwide Operations. Malhotra will provide leadership for the company's manufacturing and supply chain operations, procurement, manufacturing engineering and quality initiatives at the global level. Previously, he was director of Global Manufacturing Strategy, Operational Excellence and Program Management at Johnson Controls, and VP of Global Manufacturing Operations at Schneider Electric.



Gene Joly

**Gene Joly** has been named vice president of QSC Professional, the division which offers live performance solutions aimed at A/V rental and production, clubs and live music venues. He spent the past 12 years in various executive positions at Guitar Center, including senior VP of Merchandising of GC's High Tech Division; executive VP of Merchandising at Musician's Friend; executive VP of GC Stores, and most recently, president of Musician's Friend.

QSC also promoted **Mark May-**

**field** to director, Global Cinema Marketing, moving from his previous position as cinema marketing manager. As director, Mayfield will develop and execute marketing strategy for QSC Cinema while continuing to function as product manager for cinema products, providing the sales and marketing voice in the product development process. Mayfield's background in cinema includes marketing positions with JBL Professional and EAW.



Christopher Spahr



James Capparelle

DPA Microphones has promoted **Christopher Spahr** to VP of Sales and Marketing, USA, **James Capparelle** to marketing manager, USA, and **Gabriel Antonini** to national sales support/business development manager. Spahr will manage the dealer network in the East and oversee sales across the U.S. and coordinating the Eastern, Western and Southern regions in terms of sales growth, promotional activities and dealer outreach. Capparelle will be responsible for overseeing all of DPA's marketing initiatives in the U.S., including print and online advertising, and trade shows and events. Antonini will be responsible for technical sales support for DPA microphone technology and its applications for the professional music, broadcast, theatre and audiovisual markets. DPA has also added **Eric Stahlhammer** as business development/national sales support; he will support for the sales team with dealer trainings, tradeshow, finding new dealer opportunities and more.

## soundREPS

- ADAM Audio has appointed Chromasound Ltd., as its exclusive distribution partner in Hungary.
- VUE Audiotechnik has named avon lydinstallasjon (AS) as its exclusive distributor for the Nordic countries for all product lines.
- Focusrite Novation has announced KMC Music is now a U.S. distributor of both the Focusrite and Novation digital audio production and recording lines.
- UK tactile monitoring manufacturer Porter & Davies has moved to direct sales channels; dealers and end-users can purchase direct from [porteranddavies.co.uk](http://porteranddavies.co.uk).



## FORWARD-THINKING AUDIO GEAR

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