PRESS RELEASE

ANDREW PERNETTI STRENGTHENS LAVOCE'S NORTH AMERICAN SALES TEAM

POTENZA PICENA, May 2023 – Lavoce Italiana, the premium transducer company with a 35-year heritage designing and manufacturing HF/LF loudspeaker transducers, are pleased to announce the appointment of Andrew Pernetti to the new position of Distribution Sales Manager for North America.

Tom James and Andrew Pernetti

Andrew will focus on developing the company's North American Distribution strategy, to drive sales of LAVOCE products through from their group's newly established US division, Elettromedia Corporation, based in Old Hickory, TN (Nashville). This will involve growing the company's network of authorized distributors and dealer partners in the region, and developing relationships with local manufacturers and integrators, who will be eager to know that LAVOCE products are now available to be purchased directly from their Nashville sales and warehouse operation.

With a strong background in the North America professional audio market, Andrew's career includes sales and marketing development for prestigious companies like Audio-Technica and Powersoft,

which brings a wealth of experience on how to do business and set-up long-term partnerships with key retailers, integrators and specialist transducer resellers throughout USA and Canada.

'We are really pleased to welcome Andrew to the growing international sales team at LAVOCE and at such a pivotal stage of our investment in the North American market', says Kevin Shove, International Sales Director. 'Andrew has a valuable Distribution skill set and knowledge base which will perfectly complement Tom James's (Business Development Manager for Americas) successful activities with our key OEM partners. This will catapult our plans to open more of the market and make our pro audio transducers and bass guitar speakers available to a much wider and varied audience of customers.'

Andrew Pernetti adds 'I am excited to join LAVOCE at the outset of their new sales operation in Nashville and for the opportunity to shape the sales and marketing strategy for NA distribution. It became clear very quickly that their success in supplying leading Pro Audio and MI manufacturers has elevated LAVOCE as a revered speaker component brand and has created some excellent opportunities to grow business with even more dealers and local manufacturers.'

For all enquiries please contact: sales.usa@lavocespeakers.com
Visit LAVOCE Italiana at www.lavocespeakers.com

Lavoce Italiana designs and manufactures industry leading HF and LF transducers for global professional audio and MI manufacturers and distributors. Its Italian R&D Center is based in Potenza Picena, Macerata, and all products are manufactured at their wholly owned and modern production facility in Jiashan, China. Innovators by tradition: www.lavocespeakers.com

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