PRESS RELEASE

LAVOCE INCREASES GLOBAL SALES TEAM

Kevin Shove and Alex Kroworz added to support sales growth

POTENZA PICENA, April 2017 – Lavoce Italiana, the transducer company with a heritage of over 30 years designing and manufacturing loudspeaker components, is very proud to introduce the new members of their sales team, Kevin Shove and Alex Kroworz, who will further support their existing customers and the development of new markets for their professional audio and MI components.

Kevin Shove has a blue-chip sales and marketing history and more than 12 years' experience developing sales of professional audio components to OEM and distribution sales channels, and will be responsible for the UK, North and South America, and Asia Pacific regions

Alex Kroworz has an engineering degree in electronics and more than 30 years' sales experience in the consumer and professional audio electronics industry, the last 7 years specifically OEM/ODM, and will be responsible for Europe, Middle East and Africa.

Kevin Shove added, 'Alex and I are truly honoured to join Lavoce at such an exciting and dynamic time. Our parent company has a wonderful heritage of excellence and technology, which is very much continued through the whole Lavoce project and product line, so the proposition to our target customers is very strong indeed.'

Pierpaolo De Minicis, Lavoce Account Manager, commented, 'I am so pleased to have really great speaker industry guys supporting our Lavoce project, and with so much knowledge of the market between us, our plan to become one of the world's leading transducer suppliers has really started'

For all enquiries please contact: sales@lavocespeakers.com
VISIT LAVOCE ITALIANA AT PROLIGHT+SOUND 2017: HALL 3.1 F21, FRANKFURT MESSE

Lavoce Italiana designs and manufactures industry leading HF and LF transducers for global professional audio and MI manufacturers and distributors. Its R&D center is based in Rome and all products are manufactured at their wholly owned state of art Lavoce factory in Jiashan, China. Innovators by tradition: www.lavocespeakers.com

Lavoce Italiana (Sales & Marketing)

Address:	S. Regina Km 3.500, Marignano, 62018 Potenza Picena (MC), Italy
Contact:	Kevin Shove (UK based, Far East, Americas)
Tel:	+44 (0)1273 915022
Mob:	+44 (0)7809 902457
Email:	kevin.shove@lavocespeakers.com
Contact:	Alexander Kroworz (Germany based, EMEA)
Tel:	+49 7361 740237
Mob:	+49 172 7301465
Email:	alex.kroworz@lavocespeakers.com