

Industry veteran joins the ranks at EAW

Eastern Acoustic Works (EAW) announces the appointment of pro audio veteran Michael Palmer as its Director of U.S. Sales. The loudspeaker manufacturer's North American sales figures have recently shown a positive growth pattern and with Palmer at the helm, EAW is anticipating sizable market share gains. The release of new cutting-edge products, including its ADAPTive, MKD and Radius Series in addition to its KF810P installation line array, will continue to help drive this progress.

In his new role at EAW, Palmer is overseeing all aspects of sales throughout the U.S. working closely with manufacturer's sales reps and regional sales managers. He will liaison with EAW's installation and touring applications teams as well as consultants, contractors and concert/event production companies.

"We reached a point where it was crucial to strengthen our sales leadership to guide our talented sales team to the next level," says Marco Breda, chief executive officer of EAW. "Palmer's stellar reputation, knowledge and relationships with key decision makers in our industry make him the ideal candidate to catapult us to the next level."

With over 30 years of experience in the audio industry, Palmer comes to EAW from Allen & Heath and L-Acoustics where he steered the manufacturers through intense growth periods as U.S. National Sales Manager and Head of Sales U.S. and Canada, respectively.

"EAW is an iconic industry-leading loudspeaker manufacturer and I'm excited to be part of their amazing team," said Palmer. "EAW's commitment to bringing innovative technologies to market has long been the brand's hallmark. I look forward to working with the team at EAW and being a driving force in their growth."

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