

### Adamson Completes Management Investment



L-R: Fred Schleicher, Pieter van Hoogdalem, Duane Logan, Paulo Guassi

Headquarters of Canada's largest fully integrated speaker manufacturer has completed its strategic management initiative with key new hires and the return of Brock Adamson as CEO.

Through challenging times in the pro audio industry, Adamson grew, invested in its manufacturing facilities and acquired audio technology firms BeSpline and Brain Modular. Those initiatives were paired with plans to strengthen the management team to offer best-in-class service, operations and brand awareness. Five new positions were created in preparation for Brock Adamson's return as CEO.

"I've lived and breathed Adamson from the very early days, to our most recent factory expansion in Port Perry, even as I brought in Marc Bertrand to focus on strengthening our sales infrastructure. Returning as CEO is energizing and exciting. In 2022, we asked ourselves, 'what is the ideal management team to fuel our continued growth?' We've created that team. When I walk into the office now, I find myself working with a breadth of leadership talent that can execute our mission daily," says Brock Adamson.

In the first quarter of 2023, Pieter van Hoogdalem accepted the new Business

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Development Strategist position, focusing on alignment between sales, marketing and product. Hoogdaem adds a unique blend of hands-on audio industry knowledge and market growth experience with Landr Audio Inc. and Proshop Entertainment Inc. Marketing Consultant, Kevin Alexander has also joined the team. His previous experience with TC Group and numerous audio brands allows Adamson to launch strategic marketing initiatives to support its sales network and ambitious product introduction plans. Finally, Paulo Guassi takes on a new Production Management role bringing extensive experience, including his tenure with Philips spin-off, Signify.

These additions were made following the addition of Fred Schleicher as Controller and Duane Logan as ERP Specialist in 2022. Schleicher and Logan bring enterprise operations experience from the automotive and pharmaceutical industries.

“Our customers know we take incredible care and precision in creating speakers that perform beyond the highest expectations,” Brock Adamson says, “We’re ready to increase that performance across the company.”

These new management positions allow Adamson headquarters to serve the sales network, including Jochen Sommer at Adamson Europe GmbH, Frank Loyko AMER, Jasper Ravesteijn EMEA and Ben Milson ASIA PACIFIC.

CEO, Marc Bertrand, will stay on in an advisory role to support the transition.

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