

Audio-Technica Honors Signal Marketing with Samurai Award



I-R: Greg Shade (Audio-Technica U.S. Territory Sales Manager, System Solutions), Manabu Aoki (Audio-Technica U.S. President and CEO), Steve Trump (Signal Marketing Rep Principal), Reid Peterson (Audio-Technica U.S. Executive Director, System Solutions), Heath Gilbert (Signal Marketing Rep) and Don Heisler (Signal Marketing Rep).

Audio-Technica, an innovator in transducer technology for 60 years, has recognized Salt Lake City-based firm Signal Marketing with its Samurai Award for the 2021/2022 fiscal year, for representing Audio-Technica in the U.S. Rocky Mountain States territory.

Audio-Technica held the awards ceremony to honor its dedicated force of manufacturer's representatives during the InfoComm Expo on June 7, 2022, in Las Vegas. Signal Marketing was congratulated for outstanding sales performance and bestowed with Audio-Technica's beloved Samurai doll. Signal Marketing Rep Principal Steve Trump accepted the award, which was presented by Reid Peterson, Audio-Technica U.S. Executive Director, System Solutions, and Greg Shade, Audio-Technica U.S. Territory Sales Manager, System Solutions.

Peterson said, "We are proud to honor Signal Marketing with our Samurai Award. Signal Marketing is a true industry leader, and their team has distinguished themselves with strong sales and a high level of service and support for Audio-

Technica in the Rocky Mountain region. We are proud of their performance over the last year, along with the relationships that they continue to foster and their expertise surrounding the A-T product line.”

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