

AUDAC strengthens Global Sales Team



AUDAC welcomes two new members to its growing international Sales team: Andrew Loadman as Business Development Director (left in picture above) and Graham Lawton as Regional Manager Europe & Middle East. With decades of combined experience in the AV industry, both bring valuable expertise to support AUDAC's ambitious growth plans across key global markets.

Andrew Loadman, based in the United Kingdom, joins as Business Development Director with a strong background in international sales, project management, and technical leadership. Known for his strategic mindset and results-driven approach, Andrew will be responsible for identifying new opportunities, building strong relationships, and expanding AUDAC's footprint across various markets. His focus will be on unlocking growth potential and strengthening key partnerships to support AUDAC's long-term international ambitions.

Graham Lawton, also based in the United Kingdom, takes on the role of Regional Manager Europe & Middle East. With a solid mix of technical expertise and commercial insight, Graham brings a wealth of experience across engineering and customer-facing roles. He will play a key role in supporting AUDAC's regional network, ensuring partners receive the tools and guidance needed to succeed.

"With Andrew and Graham onboard, we're reinforcing our commitment to sustainable international growth and enhanced partner support," says Tom Van de Sande, CEO at AUDAC. "Their expertise aligns perfectly with our mission to deliver innovative audio solutions that truly make a difference."

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