

Powersoft announces Five New Hires



L-R: Jonathan Wu, Jinfu Chen, Michael Wu, Tom Bland, Joe Byrne

Powersoft today announces the expansion of its global team with the appointment of two new business development managers and three new solution engineers. This growth is in line with Powersoft's commitment to strengthen and build relationships with its potential clients, partners, and stakeholders on a worldwide basis.

With over 20 years of industry experience, Jonathan Wu, newly appointed business development manager for China, possesses a deep understanding of the pro-audio market. He aims to enhance user experience and product knowledge for Chinese clients, as well as continue to raise Powersoft's brand awareness in China. In his new role, Jonathan Wu will be focusing on nurturing relationships with potential clients, partners, and stakeholders. "I have long maintained deep long-term cooperative relationships with design consulting companies, experts, and industry associates. This, combined with my experience working for a world-renowned audio company will help me create more business opportunities and generate growth for our partners," he says.

Jinfu Chen, business development manager for the Southeast Asian market, will focus on Indonesia, Thailand, The Philippines and Vietnam ensuring growth objectives by creating direct relationships with key integrators and consultants and utilising regular meetings and training sessions within the distribution network. Chen has an extensive background in the industry, having previously worked with Yamaha Commercial Audio and Audio-Technica, as well as a freelance sound engineer.

"My vision for the Southeast Asian market will be to ensure Powersoft is the first choice for consultants, integrators, and rental companies for their projects," he says. "Even though the market is improving after COVID, with the increase in commercial audio projects, such as hotels and theme parks, it is complicated by nature with multiple languages and cultures." Chen sees this as an opportunity for Powersoft to gain more market share, as the market is willing to spend for higher quality, assurance, and dependability, "especially for mission critical projects."

As a new solution engineer for the Chinese market, Michael Wu is excited to start his new role, stating: "When I first started in the pro-audio field in 2006, the market was predominantly occupied by analogue amplifiers, I believed then that Powersoft

represented the future direction for power amplifier development and to date, Powersoft has become a leading brand in China's high-end power amplifier market."

Michael Wu's plan is to collaborate with Powersoft's partner EZPro Intl order to promote the application of innovative products in the Chinese market and explore their potential within specific market segments. This includes training, promotion, and technical support. He aims to fully reflect on the technical capabilities of Powersoft and pass on these features to the company's customers while introducing them to solutions, so that Powersoft can become synonymous with high-end projects in China.

In the UK, new solution engineer Tom Bland will be helping the sales team by offering training, demos, and technical help, as well as being directly available to Powersoft's users and specifiers to help them better understand Powersoft's offerings and providing them with support on how to get the right tool for the job. Bland - who has been around the pro-AV world since he was born and started his first role in the education and application support team at d&b audiotechnik GB after graduating university - is eager to start his role by introducing himself to the UK market, and says plans to work closely with Powersoft's sales team and UK distributor, CUK, to ensure he's in the right place at the right time, offering assistance to the end-users, integrators and consultants alike. "I'm most looking forward to getting stuck in, meeting with new people and old friends, and helping the UK market develop solutions for their needs," he says.

Joe Byrne, whose industry experience includes more than 30 years in AV integration, live production, and manufacturing, joins the Powersoft US team as solution engineer. He strongly believes that his background in the industry gives him a "unique insight" into the challenges Powersoft customers face in their day-to-day business and says he is delighted to join the team, stating: "I've always known Powersoft to be a leader in amplifier technology and development as well as producing some of the most reliable hardware in the industry. I am looking forward to expanding our footprint within the US market and showing our partners and customers that we, as a company, are constantly working to provide the best products, technology, training, and support."

Byrne will focus on assessing the immediate needs of Powersoft's US team, including day-to-day activities, product training, customer education and overall technical support systems. He also aims to implement a relevant and sustainable product training system for Powersoft's dealers, showcasing the company's efficient engineering approach to sustainability, long-term reliability, and cost savings, as well as value add product features.

"We are delighted to welcome the five new hires in the Powersoft team" says Luca Giorgi, sales and new business development director at Powersoft. "Their extensive and diverse skill sets will enhance our ability to serve our business clients and collaborate with our partners. The addition of Jonathan, Jinfu, Michael, Tom, and Joe to our global team, strengthens our commitment of making inspiring, reliable, and

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innovative products while helping our customers to be more successful.”

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