RØDE appoints Dr Sam Bucolo as Chief of Design

RØDE has today announced the appointment of Dr Sam Bucolo as Chief of Design. Dr Bucolo joins RØDE from the Australia Design Council, where he is currently Chief Executive Officer. With a career spanning more than 30 years, he has worked for a number of organisations implementing design-led innovation strategies across design, technology and education sectors. A key hire for RØDE, Dr Bucolo will oversee all aspects of research, development and design across the entire RØDE product range, with a focus on driving innovation and leading RØDE's ongoing global R&D expansion.

Commenting on the appointment, RØDE CEO Damien Wilson said, "We are extremely excited to welcome Sam Bucolo to RØDE. He is one of the leading design thinkers in Australia and a global innovation expert with a proven track record of delivering impact in businesses like ours. Innovation is at the core of what we do here at RØDE, and with an incredible product roadmap ahead of us, his addition to the team will continue to drive new successes and deliver exceptional new products for the world's creators."

This appointment follows a landmark twelve months for RØDE, with the release of some of its most exciting and innovative products to date. This includes its first

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foray into the video category with the Streamer X, the world's first integrated professional audio interface and video capture card, the NT1 5th Generation, the first-ever studio condenser microphone to feature both XLR and USB connectivity, and most recently, the ground-breaking Wireless PRO, which has taken creators by storm with its 32-bit float on-board recording, timecode capabilities, GainAssist technology and other incredible features.

“It is with great enthusiasm that I join RØDE at this pivotal time in the company’s history,” says Dr Bucolo. “I have long revered RØDE not only as a stalwart of Australian design, but as a global technology and advanced manufacturing leader. I am incredibly excited to work alongside Damien, Peter Freedman and their incredible team here in Sydney. RØDE’s facilities are second-to-none and the team’s passion for innovation and customer-centric design is admirable. I look forward to helping carry the company’s legacy as the world’s premier technology brand for creators into the future.”

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