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Press Release

Arun Kumar to spearhead Genelec growth in Asia and Middle East

Helsinki, Finland – January 2019... Genelec is set to greatly expand its presence within the flourishing AV and home audio markets of Asia and the Middle East, following the high-profile appointment of Arun Kumar to the post of Regional Business Manager.

A highly respected audio industry veteran whose depth of experience stretches back more than 20 years, Kumar has already played a key role in the development of markets in the region. He is perhaps best known for the many years he spent successfully establishing and driving one of the subcontinent's leading systems integration companies, eventually growing his team to more than 70 people. Later, he assumed responsibility for sales, marketing and operations for the Bose brand across the entire SAARC region.

Drawing on his expansive network of contacts and unique understanding of the market, Kumar will build on Genelec's already robust regional reputation to expand the customer relationship network within the fast-rising quality AV and home audio segments. Reporting directly to Sales Director Ole Jensen, he will be based in Delhi, while his work will complement that of long-standing Sales & Support Engineer Clifford Pereira, who will continue to build Genelec's studio business in India and beyond.

"Few members of our industry possess the level of knowledge, experience and commitment that Arun brings to his work and I fully expect him to create great opportunities for Genelec," commented Ole Jensen. "Asia and the Middle East are both extremely important markets for Genelec – in India alone the potential is huge. Arun will play a key role as we continue our efforts to develop our share of the international AV and home audio sectors."

"We are delighted to welcome Arun to the Genelec family," added Genelec Managing Director, Siamäk Noghian. "During his career, Arun has developed a remarkable affinity for his customers – he knows their requirements and he understands the challenges that they face. He shares many of the values that we at Genelec hold dear, and I look forward to many successful years together."

Arun Kumar can be contacted at arun.kumar@genelec.com.

For more information please visit www.genelec.com.

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About Genelec

Since the founding of Genelec in 1978, professional audio monitoring has been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active monitors. Forty years later Genelec monitoring products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio monitoring.