

*** FOR IMMEDIATE PUBLICATION ***

Press Release

Genelec boosts UK presence with appointment of Andy Bensley

Helsinki, Finland - May 2019... Genelec is deepening its on-the-ground customer support in the UK with the appointment of popular industry figure Andy Bensley, whose new role as Regional Business Development Manager is effective immediately.

Bensley is already closely associated with Genelec after more than six years of service with their UK distributor Source Distribution, first as the company's Pro Audio Product Specialist then later as Brand Manager. Both roles saw Bensley play a central, hands-on role in the growth of Genelec within the influential UK market as he commissioned and supported dozens of high-profile projects.

In his new role, he will continue to provide support to ongoing Genelec activities while also delivering new opportunities for training, education and more at the Genelec Experience Centre in London. Through his close personal connections with key facilities, Bensley will bring the company closer to its major UK customers, support Source Distribution in its efforts and play a very important role in the company's future European sales and marketing activities - offering additional expertise to some projects outside the UK too. Based in London, he will report to International Sales Director Ole Jensen.

"I am delighted and excited to welcome Andy to the Genelec family," enthused Jensen. "He brings a wealth of UK market knowledge and of course he has a very deep understanding of what makes Genelec unique, both in terms of our products and our philosophy as a company. The popularity he enjoys with our customers speaks volumes about the excellent work he has already done on Genelec's behalf and I know there is much more to come."

"Becoming a part of the Genelec family is a huge honour for me," added Bensley. "This role is an exciting opportunity to work closely with our customers in all market segments from music recording to installed audio. It's a privilege to represent a brand which genuinely strives to add real value to its customers, not only through the development of innovative products but by doing so with a sincere passion and love for audio."

Andy Bensley can be contacted at andy.bensley@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. 40 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.

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