

## Senior promotions strengthen Genelec marketing and R&D teams

**Iisalmi, Finland** ... Genelec is delighted to announce two senior promotions within its marketing and R&D departments, as former International Project Manager Howard Jones becomes Marketing Director, and Jussi Väisänen, formerly Lead Acoustic Designer, is elevated to Principal Engineer. Jones was previously tasked with developing key customer relationships and managing the world's first Genelec Experience Centre in London - now considered a global template for showcasing the Finnish monitoring company's technology - while Väisänen is a long-term member of the Genelec R&D team who will now draw on his experience to provide guidance, coaching and supervision.

Based in the UK city of Cambridge, and leading the Genelec marketing team, Jones is a well-known industry figure with a wealth of experience in marketing, international distribution and sales earned over the course of three decades. From 2008 onwards, he spearheaded Genelec's UK sales effort as Director of Distributed Brands for Source Distribution. He joined Genelec in 2016, taking the title International Project Manager, a role that saw him working increasingly closely with the company's marketing department, recently helping to turn the attention of the industry towards London's Metropolis Studios for the highly successful launch of The Ones, a new ground-breaking range of compact, three way coaxial monitors.

Jones commented that "It's such a privilege to work with a company that is so innovative, and has so many strong messages to communicate. In all the many years I've worked in pro audio I can't think of a loudspeaker brand with more integrity or long-term vision than Genelec. As a marketing man, it's a dream role and I'm thrilled to have the opportunity to lead the team here."

Väisänen began his professional career at Genelec when he first joined the company in 1999, originally playing a key role in the design of the AIW26 loudspeaker whilst he completed his university thesis. In the years since, he has become a pivotal member of the R&D team, most recently as Lead Acoustic Designer, serving to guide new innovations with his deep technical insight and knowledge.

He describes his new role as "working with the teams across acoustics, mechanics, electronics and software to provide guidance and supervision when working on developing new products, systems and technologies, while steering the work and making sure long-term strategies and goals are met. My heart beats for loudspeakers, and Genelec gives me a chance to do what I love. It's hard for me to imagine another place where the dedication to R&D is higher than it is here – when we launch a new product, it solves a problem that has not been solved before. It's beautiful to be a part of this family."

Genelec Managing Director, Siamäk Naghian, responded to both promotions with warm words, saying of Jones that "During his work at Genelec as International Project Manager, Howard has proved his capacity to make things happen and find opportunities in even the most challenging of circumstances. His 'can-do' approach and communication skills have already had a strong effect within Genelec, and his long background in professional audio,

as well as his experience with distribution, has been and will continue to be a great asset in helping our customers and partners.”

Of Väisänen, Naghian continued, “Throughout his many years with Genelec, Jussi has consistently demonstrated his ability and positive attitude, inspiring team-work and a constructive atmosphere. These attributes, combined with his high level of expertise and willingness to learn, have helped to propel our R&D team to new successes. He is a master of cooperation and hands-on system development, learning and knowledge creation.”

Howard Jones can be contacted via email at [howard.jones@genelec.com](mailto:howard.jones@genelec.com) while Jussi Väisänen can be reached at [jussi.vaisanen@genelec.com](mailto:jussi.vaisanen@genelec.com)

-ends-

**Photo caption** – Howard Jones (left) and Jussi Väisänen (right) pictured with Genelec's The Ones at this month's AES Berlin convention.

## **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. Over 35 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.

## **For press information, please contact:**

Lars-Olof Janflod  
Genelec Public Relations Director

Tel: +46 708 166643  
email: [lars-olof.janflod@genelec.com](mailto:lars-olof.janflod@genelec.com)