

*** FOR IMMEDIATE PUBLICATION ***

Press Release

Genelec welcomes Michael Bohlin as International Sales Manager

Helsinki, Finland – March 2018... Genelec, the world leader in professional audio monitoring, is proud to announce the return of Michael Bohlin to the brand that brought him into the professional audio industry, almost 25 years ago. Taking the title International Sales Manager, Bohlin, a well known and highly respected figure in the European industry, will be based in Stockholm. Reporting to International Sales Director Ole Jensen, he will be responsible for the development and support of distributor, dealer and key user networks for Genelec's professional monitoring segment within Europe.

Bohlin entered the world of professional audio in 1994, working with Studioteknik, the Swedish Genelec distributor, as the brand's national representative. The role proved formative: "Two of the first people I met were Genelec's Lars-Olof Janflod and Studioteknik's Jarmo Masko - now with Genelec himself - so that was the beginning of some very influential relationships," he explained. In later years, Bohlin enjoyed a long and successful career within Avid, for whom he managed sales within the Nordic territories.

He has likened his return to the Genelec brand to "putting the band back together - going back to a brand that I felt honoured to work with two decades ago and that I still truly love. Joining Genelec feels a little like closing a circle. The company has very specific values that I haven't seen often in my career, but which I value very highly - especially the commitment to sustainability. It feels like everyone in the company feels the same way, with the same priorities and the same shared values. I think that's amazing, I haven't seen it before."

"Michael is an excellent addition to our international marketing and sales team and it's a true pleasure to welcome back a member of our extended Genelec family," said Genelec Managing Director, Siamäk Naghian. "As well as bringing tremendous professional audio expertise and experience to his new role, Michael also has a deep understanding and appreciation of our company values. We're delighted that he has returned to Genelec in this particularly special anniversary year."

"This year, Genelec reaches its 40th birthday - an incredible achievement," added Bohlin. "At the same time, the market is changing rapidly, and Genelec continues to discover new ways to evolve and grow. It feels great to be part of that again."

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About Genelec

Professional audio monitoring has been at the core of Genelec's business since the company was founded in 1978. 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.

Genelec products are designed and manufactured in Finland for demanding professional, premium AV installation and home use. They are built to last, with pride and care by our own highly committed and experienced production team. Many of our very first products are still in active use and we continue to maintain our strong commitment to provide service and spare parts for all products, even years after their discontinuation.

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