



Genelec appoints industry leaders to spearhead sales growth

Helsinki, Finland – 12 January 2017 - Genelec is delighted to welcome two highly respected industry figures to its sales team in the shape of new International Sales Director Ole Jensen, and Sales Manager Jonas Olsen. The two men arrive with more than 50 years of combined experience across the professional monitor and AV markets.

Jensen is a well recognised figure within the professional audio market, having most recently led the worldwide distribution of Dynaudio Pro. Over the course of more than three decades he has held a succession of high profile sales and distribution roles including an early post at Yamaha, followed by a long period of service with TC Group, during which he became Vice President of Sales for Broadcast and Production. He was also responsible for the development of the company's European pro audio distribution network. In his new role, Jensen will develop and support Genelec's international network of sales partners and distributors within the professional sectors.

Olsen, meanwhile, brings technical flair and a deep understanding of the AV market to his new position. A veteran of some 20 years, he too is perhaps best known for his time with TC Group, where he led AV installation sales, having previously worked within the rental sector. He is expected to significantly strengthen Genelec's already strong profile within AV. Both he and Jensen will be based in Denmark.

"Ole and Jonas bring deep knowledge and unique skills to Genelec, giving us an excellent opportunity to further develop our relationships with our distributors, dealers and end customers," commented Genelec Managing Director, Siamäk Naghian. "This is a unique time in the audio industry, a period of unprecedented transformation. As we face the exciting opportunities that lay ahead, we feel fortunate to have such a strong team, and we are delighted to welcome Ole and Jonas to that team."

Ole Jensen can be reached at ole.jensen@genelec.com, while Jonas Olsen can be contacted at Jonas.olsen@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. 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.

Genelec products are designed for demanding professionals, quality AV installation and high-end home use. They reveal the original nuances of the sound, without leaving anything out nor adding anything to the signal in any stage of the production. Genelec products are made to last, with pride and care by our own production staff in Finland. Many of our very first products are still in active use and we continue our strong commitment to provide service and spare parts for all products for years even after their discontinuation.

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