

Audient appoints New US Distributor

Korg USA Inc., one of North America’s most diversified independent distributors of professional audio and musical instrument brands, announces that it has been appointed the exclusive U.S. distributor of Audient products, effective as of September 1, 2023. Audient is an award-winning UK-based manufacturer of audio interfaces, mic preamps, recording consoles and monitor controllers. The announcement was made by Korg USA Inc. President Joe Castronovo.

“This appointment is aligned with our ongoing strategy to position Korg USA as a leader in a diverse range of categories of professional audio, recording, musical instruments and more,” shared Castronovo. “Audient products have proven themselves to be essential useful tools for content creators, producers, engineers and musicians, designed to deliver professional audio performance at home and in the studio. Korg USA is proud to help expand the market share of this acclaimed brand in the U.S., and we are excited to share their innovative products with the music and content creation community, alongside our other respected brands.”

Brian Piccolo, Korg USA Director of Brands, will spearhead these new sales initiatives and work closely with Audient in support of their marketing, artist relations and customer service. Simon Sinclair, Audient Sales Director, remarks, “Our new partnership with Korg USA is the next step in building our business in the U.S. Joe and his team have a very strong understanding of the market and a focus on exceptional customer service. We are delighted to be working with Korg USA and believe this new partnership will ensure the best experience for all of our U.S. customers.”

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