

## **Genelec appoints Steen Tychsen**



Genelec has announced the appointment of industry stalwart Steen Tychsen to the position of International Sales Manager, with responsibility for SE Asia, Eastern Europe and Canada. With over 25 years of professional audio experience in a succession of senior roles, Tychsen brings with him a deep knowledge of the industry – helping to further strengthen Genelec's sales operation in these key global territories. Tychsen's previous high profile roles at both DPA and Neumann have given him extensive experience of overseeing sales and business development in both EMEA and the US – and demonstrate a strong track record of implementing strategies to maximise revenue and productivity, and proactively developing regional partners.

"I'm thrilled at the opportunity to represent a brand synonymous with excellence in audio technology," comments Tychsen. "Genelec's commitment to innovation and superior sound quality aligns with my passion for delivering exceptional experiences to customers around the world. As I take on this role, I feel a mixture of excitement and responsibility, and I see it as an exciting challenge to drive growth and expand Genelec's presence in global markets."

Genelec International Sales Director Ole Jensen adds: "I'm delighted to welcome

Steen to the team at a really exciting point in our global development. With the new UNIO Monitoring Platform helping to drive growth in the Studio segment, and our ever-increasing profile in the AV and Home Audio markets too, the need for a strategic, customer-centric focus has never been greater. Steen's experience will be truly invaluable in helping us achieve our ambitious goals for the future.

"Finally, as Steen assumes his new role, I'd also like to pay tribute to my sales colleague Jukka Latva-Hakuni, who has previously been managing the SE Asia and Eastern European territories," concludes Jensen. "Jukka is about to start enjoying a very well earned retirement, and on behalf of the whole company I'd like to thank him for his years of dedicated service to Genelec."

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