

## **New MEA Business Development Manager for Powersoft**



Powersoft has announced the appointment of Takis Tsonopoulos as business development manager for the MEA region, in a strategic move to strengthen the company's presence and foster growth in the MEA region. In his new role, effective from February 1st 2024, Tsonopoulos will be responsible for new and existing clients and working closely with high-level decision-makers in the region.

Tsonopoulos brings over 30 years of industry experience to his new role and joins Powersoft from HARMAN International, where he worked as an account manager, overseeing professional audio distributor accounts for the south EMEA regions. Always aspiring to collaborate and work closely with high-quality brands,

Tsonopoulos is eager to join Powersoft: “For me, quality is not only about the products of the brand, but also the level of support, people behind the company and the overall experience working with a brand. I am confident that Powersoft exceeds expectations in each of these aspects,” he says.

In his new role, Tsonopoulos will be focusing on building and strengthening relationships with potential clients and partners in the region, by gaining insights from Powersoft’s established customer base. Collaborating closely with the company’s distributors, he will particularly focus on understanding the unique requirements of consultants, integrators, and contractors to provide valuable support through the right products, services, and solutions for their designs and installations.

Tsonopoulos believes that educating the market is paramount, as is building honest and genuine relationships with clients, that add value: “My goal is for Powersoft to be seen more than just suppliers by our clients. I want us to become trusted technology partners. When we become an integral part of the success of their business, then we will be on the right path,” he shares. Looking forward to opportunities in the Middle East and Africa market, Tsonopoulos shares: “These regions are dynamic with ongoing technological growth and developments. This presents fantastic opportunities for the pro-AV market, specifically for Powersoft, as a forefront of pro-AV technology.”

Considering the diverse needs in the region, Tsonopoulos highlights: “My approach is clear and aligned with Powersoft’s mission statement to make inspiring, reliable and innovative products that shape audio frontiers while helping customers be more successful. Working closely with distributors and partners, I aim to embed the values in these markets, using our technological advantages as tools for customer success.”

Welcoming Tsonopoulos to Powersoft, Luca Giorgi, sales and business development director, says: “We are excited to welcome Takis to our Powersoft family. With a strong background in the pro-AV industry, he is well-positioned to bring a wealth of experience to his new role. I am confident that his expertise will contribute to our ongoing success and help foster growth in the MEA region.”

Takis Tsonopoulos will be present at Powersoft’s booth 7E700 at ISE2024 in Barcelona, looking forward to engaging with clients and making himself available for discussions and interactions. This presents a valuable opportunity for clients to connect with him and explore the new Verso gateway and the new low-power models of Unica 1K8 and Unica 5K4.

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