

### **Matt Markgraf New Audio-Technica Strategic Partnership/Alliance Manager**



Audio-Technica, an innovator in transducer technology for 60 years, recently announced the appointment of Matt Markgraf to the position of Strategic Partnership/Alliance Manager. The announcement was made by Kurt Van Scoy, Audio-Technica U.S. Vice President of Product, Business Alliances, and Marketing, and expands A-T's global focus on certifications and integrations with third-party manufacturers.

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In his new position, Markgraf will be responsible for leading A-T's global planning and implementation of aligning partners for certifications and integrations with various brand partnerships. This process begins at the product ideation stage and culminates with a successful certification or third-party integration, to assure A-T customers the highest level of interoperability possible. In addition to identifying, developing and executing new strategic partnership opportunities for A-T, Markgraf will also be responsible for cultivating and maintaining relationships among A-T's existing strategic partners, addressing challenges, communicating their needs, and creating overall synergy among the brands. Additionally he will work closely with Audio-Technica's marketing department to develop key end-user programs designed to maximize A-T's relationships with its strategic partners in their target markets.

Markgraf comes to A-T from Industrial Training Services, where his latest title was Director of Strategy & Client Success. He has experience in strategic planning, product development, and project management to align with long-term company goals and vision. He also has experience with digital media, graphic design, brand development, journalism and news directing. He holds degrees from Murray State University: a Master of Fine Arts in Creative Writing and a Bachelor of Science in Theatre.

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