



# L-ACOUSTICS

press release

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*For Immediate Release*

## **David Cooper Joins L-ACOUSTICS as Regional Sales Manager for Asia**

MARCOUSSIS, France -- L-ACOUSTICS strengthens its commitment to the Asian market by announcing the appointment of David Cooper as regional sales manager for the territories of China, Japan, Korea and Southeast Asia.

Cooper has developed a strong career in sales and marketing for a number of professional audio manufacturers, notably in the Asia Pacific region. In his new role as regional sales manager, he will be responsible for building solid and supportive relationships with Asian counterparts to aid in distribution as well as developing sales targets in Asia. An important part of this activity is maintaining and fostering business activities with L-ACOUSTICS representatives and supporting their projects through technical and commercial advice and support.

Director of Business Development Jochen Frohn states, "Here at L-ACOUSTICS, we take our appointments very seriously, and for this position we were looking for someone with management expertise who would also be an asset in the Asian region. With David's track record of performance and technical expertise, we are confident that we will enjoy collaborating with him and are very pleased to have him on board."

"L-ACOUSTICS has become a leader in its field and I've long admired the way this status has been achieved," comments Cooper. "My perception is that the brand has innovation and quality at its core, and this was evident during my visits to the HQ at Marcoussis. I was also struck by the very friendly, team-based, vibrant atmosphere that runs through the company, and this made a very big decision actually quite easy for me. I am now really looking forward to reinforcing the L-ACOUSTICS brand values and developing strong relationships with our distribution partners in the Asian region as well as adding value to the team as a whole."

(more)

## David Cooper Joins L-ACOUSTICS / Add One

L-ACOUSTICS is a leading innovator and manufacturer of high-performance loudspeakers, amplifiers and signal processing devices for touring and installed sound markets. Known around the globe for pioneering and championing the modern line array loudspeaker concept with V-DOSC®, the company has received numerous accolades for its K1, KUDO™, KARA, KIVA™, ARCS®, XT coaxial loudspeaker systems and SB line of subwoofer enclosures, all powered and processed with the LA4 and LA8 amplified controllers in fulfillment of a “total system approach.” Product distribution and customer service for the USA is handled by L-ACOUSTICS’ subsidiary in Oxnard, California.

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