

DWR welcomes Kyle Freemantle as Solution Architect

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DWR Distribution is thrilled to announce the addition of Kyle Freemantle, a highly respected Senior Audio Engineer and Systems Engineer, to the sales team in the role of Solution Architect.

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In this position, Kyle will lead the design of technical solutions, deliver presentations and live demonstrations to clients, address technical challenges within DWR proposals to clients, and play a key role in shaping sales strategies from project inception to completion.

Kyle is no stranger to the South African live events industry. A freelancer since 2013, he has worked on some of the country's most prominent shows and events. Now, for the first time in his career, Kyle is stepping into a permanent position — and DWR is welcoming him with open arms.

“We are truly honoured to have Kyle join our team,” says Duncan Riley of DWR. “His experience and fresh perspectives will greatly benefit our clients, from developing solutions and recommending products to presenting training. I've known him for so many years and it's really special to have him on board.”

Kyle's journey is one of grit and determination. After finishing school, he didn't have the opportunity to pursue formal studies and initially worked building kitchens with a cousin's husband who also worked at a sound company in the 1990s. This helped spark his interest, and Kyle soon found himself DJing as a hobby, which gradually led him into the world of audio even in cars! In 2012, he completed a full time course at the Academy of Sound Engineering, and from there, his career took off — from early work at events like H2O and the first two Ultra South Africa festivals, to involvement on many international acts in South Africa as well as large scale events in the SA market.

Over the years, Kyle has worked on countless major shows and large venues in South Africa. When the Covid-19 pandemic hit, he began studying network engineering, initially contemplating a career shift and potential relocation to the UK. But when the live events industry revived, Kyle turned his networking knowledge to good use, developing systems that dramatically streamlined onsite workflows and saved significant time at large-scale events.

“In live events, there's immense pressure and very little prep time,” says Kyle. “Even when we get long load-in periods, budgets don't always allow for modular solutions. I'm hoping that at DWR, we can develop ways to make setups more modular, introduce effective pre-check systems, and create solutions that speed up both deployment and strike—It's about creating reliable, streamlined systems where you can trust everything to work and focus on the show itself.”

A devoted family man, Kyle says the move to DWR comes at the right time. “I'm definitely a bit nervous about jumping in and putting all my knowledge to work so quickly, but I'm excited to tap

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into my full potential here. My goal is to offer solutions — not just products — that help clients achieve their goals efficiently and effectively.”