

L-Acoustics Introduces New Global Business Development Team

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Sales Meeting 2022, at Chateaufort' Palais des
Congres Paris Saclay, Massy France. From left to
right: Scott Wakelin, Tim Boot, William Cornell and
Olivier Roure.

*Renowned industry experts Tim Boot and Olivier Roure join L-Acoustics in key business
development roles*

**MARCOUSSIS, France - December 2022 - Following the recent announcement of a new
Global Sales and Business Development organization, L-Acoustics is pleased to
introduce the new Business Development team. Consisting of talented experts within**

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the company, alongside recent appointments of renowned industry leaders, the Business Development team will drive the L-Acoustics vision and strategy within key vertical markets while providing expertise and deep support to consultants, partners, and end users around the globe.

The new L-Acoustics sales organization is focused on sales strategy, business development, and building territorial sales channels. Under the general management of L-Acoustics CEO Laurent Vaissié, the new team is spread across three divisions: Sales and Sales Operations focusing on developing regional sales channels; Business Development concentrating on developing commercial expertise and end-user outreach in key vertical markets; and Strategy leadership developing mid- to long-term go-to-markets strategies and key partnerships as well as managing resource planning and market intelligence. To offer a complete commercial and technical solution to end users and influencers, the Business Development team structure mirrors that of the Project Application, Vertical Market team, led by David Dohrman.

The Business Development team will focus on setting strategies and roadmaps in five key vertical markets. L-Acoustics veteran William Cornell takes the role of Director, Musicals & Theater, while Scott Wakelin has been promoted to Director, Hospitality. Paul Keating will assume a double role as Managing Director L-Acoustics Creations EMEA and Director of the Architectural vertical. In this new role, Keating will manage distribution, logistics, and application support for residential, marine, and architectural markets in all direct markets worldwide outside the Americas while building relationships with clients, decision-makers, and private owners in this strategic vertical market.

To round out the Business Development team, L-Acoustics has appointed two new key roles. Olivier Roure joins the company as Business Development Director, Sports Facilities. Roure will bring a global approach to the sports facilities vertical, expanding its share within the market. Roure has built a career of over two decades in the pro audio industry at leading companies like JBL Professional (a Harman Professional Company), QSC LLC, and as an independent consultant. His extensive knowledge of the North American Sports market will be a key asset in globalizing the approach to this critical market.

Industry luminary Tim Boot joins L-Acoustics as Business Development Director, Acoustics Solutions. Focused on developing the Ambiance Acoustics System, Boot will develop the strategy for this growing new vertical market, identify and build key relationships, define market segmentation, and support growth strategies. He will also contribute to product development and

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improvement via market and competitive analysis. Boot has over 30 years of experience in the industry, including audio production, acoustics, design, and manufacturing. He's a seasoned business leader, most recently with Meyer Sound.

"This new organization will deepen our expertise in key vertical markets, strengthen our network presence globally, and allow us to plan a multi-year business roadmap that addresses both our current product offering and future innovations in loudspeakers, software, electronics, and services," concludes Vaissié. "With this team of outstanding professionals—who have proven their expertise within our team and throughout the industry—L-Acoustics will continue to elevate the listening experience for live entertainment and beyond."

Caption From left to right: Scott Wakelin, Tim Boot, William Cornell and Olivier Roure