

Control4 Appoints New SVP of Worldwide Sales

Control4 has hired veteran sales executive Bryce Judd as its senior vice president of worldwide sales. At the end of June, Judd officially succeeded Jim Arnold, who retired after serving as the company's SVP of sales since February 2007.

Arnold will continue to work with the Control4 team on an advisory basis through the end of the year to help with the transition.

Judd joins Control4 from Nokia Corporation's subdivision, Motive Inc., where he led sales and business operations and drove the company's annual revenue from \$50 million to \$500 million.

"I am excited and honored to join Control4 and its outstanding management and sales teams," Judd said. "Building upon my experience driving global channel sales and services organizations, I plan to continue to serve and strengthen Control4's field organization and its dealer and distributor network to sell and deliver Control4's automation solutions to home and business owners worldwide."

Judd has more than 20 years of consumer and enterprise sales and operational experience, with a strong emphasis on technology solutions. He



Bryce Judd

assumed his position at Nokia though its acquisition of Alcatel-Lucent. At Alcatel-Lucent, Judd was VP of channel sales and business development for Motive Inc., a customer experience management software for connected devices and mobile services, including home automation and IoT.

Prior to Motive, Judd served in various leadership roles from field sales and marketing to leading the channel sales organization at Sprint Nextel Corporation. Judd graduated from the University of San Francisco with a B.S. in economics, and earned an M.B.A. from the University of Virginia, Darden Business School.

After 38 years of professional contribution, Arnold expressed his desire at the beginning of 2016 to retire during the year, and has been working closely with the executive team on recruiting his replacement and orchestrating a smooth transition. Arnold joined Control4 in 2007 when the company had a sales team of eight people and 350 dealers, and he has grown the business and his direct team to 90, including regional sales managers and technical field specialists.

Atlona Hires New Managers

Atlona recently made a series of managerial moves, naming Omar Prashad as its first country manager for Canada, and appointing Shaun Burnette regional sales manager, Central Region.

In this new position, Prashad will be responsible for the development and implementation of the company's strategy across Canada and to ensure the best value and support for distribution partners, integrators, dealers, and end users in both residential and commercial markets. Prashad has more than 15 years of pro AV experience, most recently with Advanced Presentation Solutions, an Ontario-based AV system design and installation firm, where he was general manager, systems integration. Prior to that, Prashad had a nine-plus year tenure at Duocom, a Montreal-based AV presentation products and systems integration firm. He started as a senior consultant, systems integration, before



Omar Prashad



Shaun Burnette

being named vice president of sales and engineering in 2011. Duocom was purchased by AVI-SPL in 2013.

Burnette will be responsible for the development of commercial partners, distributors, dealers, and customers within the territory.

He is a 13-year veteran of the pro AV industry. Burnette comes to Atlona from Avaya, a Santa Clara, CA-based business communication solutions firm, where he held two positions between 2013 and 2015: UC and collaborations solution specialist and video collaboration account manager. His responsibilities in these posts included sales in the greater Midwest, Great Plains, Central Heartland, Midwest, and Michigan/Ohio regions, supporting Avaya enterprise wireless business sales (including Fortune 500 customers) and growing global enterprise, SMB and service provider business through video collaboration system sales.

CAREER TRACK



Ed Wenck

CEDIA has hired Ed Wenck, the managing editor of longtime Indianapolis alternative newsweekly Nuvo as a member of its marketing department team. He began his new job as content marketing manager on June 20.

AURALiC recently promoted Chris Morris to manager of global technical support. Although his duties will cover global operations, a major emphasis will be on working with U.S. dealers. Prior to this promotion, Morris handled both dealer and consumer technical support issues for AURALiC's streaming products.

DISTR., BUYING GROUP, & REP NEWS

Distinct Distributors has introduced a new audio streaming product line, under the brand name of MainStream. Distinct has partnered with iEast, a company in Shenzhen, China, and will exclusively market and sell its high quality Wi-Fi streaming products throughout the Americas.

Séura has expanded its outdoor TV distribution arm with **PowerHouse Alliance**. The distribution partnership will sell Séura Outdoor TVs and accessories to residential AV dealers across the United States. This partnership is timely for both Séura and PowerHouse as the outdoor renovation season is here.

AVAD has formed an exclusive launch partnership with Peerless-AV and the UltraView Outdoor TV and the Xtreme Outdoor Soundbar. Completely weatherproof, Peerless-AV's UltraView TVs allow homeowners to add digital entertainment to their outdoor living spaces.

Azione Unlimited (AU) has reached an agreement with AudioControl to bring the manufacturer's theater and audio products to the custom integration channel. AU also recently added five new dealers, up to a total of 22 new members since January. The new members are: **Chameleon Technologies**, Santa Monica, CA; **Blueprint Audio Visual**, Pearl City, HI; **Everglades Technologies, dba Cloud9 Smarthome**, New York, NY; **Legato Enterprises, dba Legato Home Music and Theater Systems**, Santa Monica, CA; and **New Box Solutions**, Van Nuys, CA.