

## Alexandre Rosa Joins Peerless-AV® as Channel Account Manager, Northern France

Alexandre will be responsible for development of key AV/IT account relationships in the region



**St Albans, UK, 27 June 2023** – AV technology pioneer Peerless-AV® today announced the appointment of Alexandre Rosa as Channel Account Manager, Northern France. Alexandre joins a growing and successful EMEA sales team, bringing strong experience and knowledge of the AV industry from both a systems integration and distribution perspective. Based in Paris, he will manage a portfolio of key integrator and reseller partners in the North of France via Peerless-AV distribution channels, with an emphasis on development of relationships, new and existing.

Alexandre previously held key account manager and business development manager roles at TD Synnex supporting major OEMs with forecasting and project qualification and working with customers on best pricing. Prior to that he worked at a systems integrator, creating and managing a client portfolio and coordinating project implementation. In his new position at Peerless-AV, Alexandre will apply this experience to stay at the forefront of customers' minds when planning installations, and deliver the right products to ensure their projects succeed.

"This appointment further strengthens our commitment to support customers in the French AV/IT market," said Keith Dutch, Managing Director – EMEA. "Alex is a great personality and has been

an instant fit within our team culture. His transition from SI to distributor to manufacturer will be beneficial in his day-to-day understanding of customer challenges and needs and he will have full support from our experienced, dedicated back-office team locally and in our UK HQ."

Alexandre is native French speaking and is fluent in Spanish and English.

For more information on the full range of Peerless-AV mounts and solutions visit <a href="www.peerless-av.com">www.peerless-av.com</a>. Follow the latest Peerless-AV news and updates on <a href="Twitter">Twitter</a>, <a href="Facebook">Facebook</a>, <a href="LinkedIn">LinkedIn</a> and <a href="blog">blog</a>.

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Beky Cann | Director of Global PR | Peerless-AV EMEA

## **About Peerless-AV**

## **Driving Technology Through Innovation**

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high-volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit peerless-av.com.

## **Peerless-AV Revit Families & BIM Content**

Peerless-AV provides BIM content/Revit families for its award-winning AV product lines for easy and convenient use within Autodesk Revit. Visit the <a href="mailto:BIMsmith@Library">BIMsmith@Library</a> direct or via the Peerless-AV website.



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