



Peerless-AV® Appoints New French Channel Account Manager

New hire brings extensive channel knowledge and connections to gain further market share and boost sales in the region

Watford, UK, 19 October 2022 – AV technology pioneer Peerless-AV® today announced the appointment of Rémi Escobar, Channel Account Manager, France. Rémi joins the growing Export Sales Team, increasing the headcount in France to three and bringing with him extensive experience in key account management, strong integrator and resellers connections, as well as in-depth knowledge of Peerless-AV products to be able to hit the ground running in the region.

For over ten years, he held a business development role within Sidev, one of the largest AV distributors in France and part of the Midwich Group, working with leading brands including Peerless-AV. Based in Lyon, the second largest metropolitan area in France, Rémi will be responsible for strengthening sales impact by developing and maintaining a consistently high level of company representation within key accounts and prospects.

“Hiring Rémi is a strategic move to gain further brand strength and increase adoption of our core and emerging products in France; a market seeing year on year growth and huge opportunity for our dvLED mount offering in particular,” said Keith Dutch, Managing Director – EMEA, Peerless-AV. “Rémi is a great fit for our existing sales team with his combined knowledge, skillset, experience and results-driven mindset.”

Rémi holds a BTEC Higher National Diploma in Business and enjoys travelling and sports in his personal time.

Commenting on his role, Rémi said, “Peerless-AV is a highly respected and growing global AV brand. With my channel connections and experience of working with the sales team while in my distribution role, I feel I can start at full speed and look forward to exciting times ahead.”

For more information on the full range of Peerless-AV mounts and solutions visit www.peerless-av.com. Follow the latest Peerless-AV news and updates on [Twitter](#), [Facebook](#), [LinkedIn](#) and [blog](#).

###

Press Contact and to request additional high-res images to accompany this release

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

bcann@peerless-av.eu.com | +44 (0)1923 205 658 | +44 (0)7836 620 496

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.



Unit 3, Watford Interchange, Colonial Way
Watford, Herts WD24 4WP
+44 (0) 1923 200 100

info.eu@peerless-av.com | www.peerless-av.com