

## **Charlotte Farrell Joins Peerless-AV'S Growing Team as Regional Sales Manager, South**

*Charlotte's background in AV/IT Distribution will Ensure a Smooth Transition for Reseller Accounts in the South of UK*



**Watford, UK, 17 March 2022** – AV technology pioneer Peerless-AV® today announced that Charlotte Farrell has joined the UK Professional Sales team as Regional Sales Manager, South. Charlotte brings significant channel account management experience within large distribution houses responsible for vendor relations, understanding product portfolios and managing a mix of key customers alongside new business accounts.

“Having held roles at Midwich Group and Exertis UK, before her most recent client development role at Neilson Brandbank, Charlotte has the AV experience and customer contacts required to hit the ground running,” Keith Dutch, Managing Director – EMEA, Peerless-AV. “She joins a successful and growing team in the UK and EMEA and with her industry knowledge, personable style of account management and enthusiasm we expect great things from her.”

In her new role as Regional Sales Manager, South UK, Charlotte will manage reseller accounts in the region, acting as a one-stop point of contact throughout the sales process and will also provide support within the distribution channel, and with OEM partners to ensure outstanding customer service.

For more information on the full range of Peerless-AV mounts and solutions visit [www.peerless-av.com](http://www.peerless-av.com)

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#### **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](http://peerless-av.com).



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