

## Jarrold Etherington Joins Peerless-AV®'s UK Pro Sales Team

*Jarrold Joins as Regional Sales Manager for the North of England, Scotland, and Ireland*



**St Albans, UK, 12 April 2023** – AV technology pioneer Peerless-AV® today announced the appointment of Jarrold Etherington as Regional Sales Manager for the North of England, Scotland, and Ireland. With his strong sales background, Jarrold will be responsible for managing reseller relations in his region, growing his account base, introducing new products into vertical markets, and supporting customers with account reviews, marketing tools, training, and events.

Jarrold comes from a family of sales professionals, starting off his career in telecoms supporting field sales representatives before moving into the managed print services industry within a global company as regional account manager. After the pandemic, he joined a Bolton based business as

sales manager, providing managed print services, workplace and audio-visual solutions into the education sector.

Keith Dutch, Managing Director – EMEA, Peerless-AV commented, “Jarrod is an enthusiastic and passionate sales professional fuelled by the thrill of winning deals but, most importantly he understands the importance of being customer facing and building relationships. He has a large region, and we are confident that, with his experience, he will contribute to the growth of the business into Ireland and Scotland.”

“I’m here to make my mark and make a big difference to Peerless-AV’s reseller network in the North, said Jarrod. “It’s a fantastic opportunity to join a global company that is growing year on year, has strong OEM partners, is expanding its team and introducing exciting new products. I look forward to getting stuck in, working with the UK Pro team and making myself known at upcoming events in the North of England, Ireland and Scotland.”

Based in Burnley, Jarrod has a young family, is a keen snowboarder and Triumph motorcycle enthusiast.

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

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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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