

## **Jeroen Helms Joins Peerless-AV® as Regional Director of Sales EMEA**

*Jeroen's OEM and channel experience, extensive AV industry knowledge and strength in sales management will help accelerate the Peerless-AV brand in the Benelux, France and Iberia*



**Watford, UK, 19 April 2021** – AV technology pioneer Peerless-AV® today announced that Jeroen Helms has joined the EMEA Sales Team as Regional Sales Director, responsible for the Benelux, France and Iberia. Having held senior business development positions in these key territories for the past nine years, Jeroen already has well established connections, is perfectly placed to help build the brand as well as drive new business opportunities, and will play a vital role in implementing Peerless-AV's EMEA growth strategy.

Jeroen's previous roles at ZetaDisplay and Samsung in the Benelux involved building successful go to market strategies for new and expanding product portfolios, including LED and digital signage, and targeting high potential markets such as retail, corporate and healthcare. Prior to these companies, Jeroen worked with an AV technology manufacturer where he was responsible for the growth of multiple brands, selling mounting products, projection screens, displays and VC solutions.

“Jeroen’s track record of setting up channels for new product lines and growing sales year on year is highly impressive, and we knew immediately that he was right for the business. Not only will he integrate well into to the team, but he will be instrumental in building on established OEM, distributor and reseller relationships in each region as well as introducing and accelerating our brand in new and existing markets,” said Keith Dutch, Managing Director – EMEA, Peerless-AV.

“The Peerless-AV sales and marketing team has an excellent reputation in the AV market and so, when presented with the opportunity to join the business, I jumped at the chance,” commented Jeroen Helms. “Having experience in displays, projector, LED and the mounting systems that they attach to, means I understand the importance of selecting the right mount and solutions for an install. The mount is connected to everything in the AV world and its vital to stay ahead of the game. Peerless-AV is doing just that, especially with its SEAMLESS dvLED programme – and with all the outdoor display, kiosk and custom capabilities on offer, the company really has a competitive edge, opening doors to the dealer community in new markets. I see my new role as a growing one, for a growing company, which I can’t wait to be part of.”

Based in the Netherlands, Jeroen is fluent in Dutch and English. He holds a bachelor’s degree in business economics from The HAN University of Applied Sciences in Arnhem and Nijmegen.

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 75 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs,

complete integrated kiosks, video wall mounting systems, professional trolleys and stands, and more. Whether a full-scale global deployment or 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 [www.peerless-av.com](http://www.peerless-av.com).



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