

## Peerless-AV® Appoints Area Sales Manager for North of England and Scotland



**Watford, UK, 25 November 2019** – AV technology pioneer Peerless-AV® today announced that Karl Ingham has joined the UK Professional Sales Team as Area Sales Manager for the North of England and Scotland. Karl brings a wealth of experience in commercial business development and channel sales management from his previous roles in distribution and manufacturing.

“Karl is a great character and valuable addition to our successful UK and EMEA sales team,” said Keith Dutch, Managing Director – EMEA, Peerless-AV. “He’s already made a great impression on our Northern and Scottish customer base and his technical skills and product knowledge will be vital for broadening the business opportunities in alignment with our global strategy.”

Based in Burnley, Karl will be responsible for implementing the company’s business and growth strategy, driving new leads and supporting the reseller and distributor network in the region through sales promotions, marketing initiatives, training and events.

He joins from a global manufacturer of education technologies where he was channel partner manager for England and Ireland. Prior to that, he held operations and commercial management roles and technical account management positions at various network specialist and distribution firms.

Commenting on his new position, Karl said, “The sales team at Peerless-AV is second to none with a reputation that means I’ve been able to hit the ground running and build on the strong relationships established by my predecessor. My goals are to continue the successful growth in the Northern region through increased customer engagement, brand awareness and partner support.”

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 continues to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, ranging from outdoor displays to complete kiosk solutions, digital signage mounts to wireless systems. 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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