

Peerless-AV® Appoints Kate Butcher to Manage Southern Reseller Relations

Watford, UK, 8 August 2018 – AV technology pioneer Peerless-AV® today announced the addition of Kate Butcher to the UK Professional Sales Team. In her role as Key Account Manager, Southern Region, Kate is responsible for maintaining and building on existing relationships with Peerless-AV’s reseller network, promoting new product offerings, and providing support on new tenders and sales enquiries.

“Kate’s energy and enthusiasm, combined with her AV distribution experience and good industry connections, make her perfect for the Key Account Manager position,” said Keith Dutch, Managing Director – EMEA, Peerless-AV. “We value relationships above all at Peerless-AV and our team is renowned in the industry for being great ambassadors for the company. Kate has the qualities to help us develop this further and drive business growth in key accounts.”

Kate brings over four years’ AV sales experience, having held key account manager roles at three of the industry’s leading distributors of audio visual products. She studied International Theatre at the University of East London (UEL) and spent eight months at the University of Colorado Boulder campus in the USA. She brings exceptional people skills, a fresh pair of eyes and a determined attitude.

Commenting on her appointment, Kate said: “I take an enormous sense of pride and enjoyment in my job, and this is a refreshing new challenge for me after my time in distribution. This role is purely relationship based and I’m 100 percent focused on building this up and seeing the results come in.”

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

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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, 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 peerless-av.com.



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