



Peerless-AV® Adds to Growing EMEA Sales Team with Appointment of Martin Romanowski as Regional Director of Sales

Martin will be responsible for the Nordics, Baltics, Eastern Europe and Russia and brings a wealth of senior AV sales experience and local knowledge



Watford, UK, 3 May 2021 – AV technology pioneer Peerless-AV® today announced the appointment of Martin Romanowski as Regional Sales Director EMEA, responsible for the Nordics, Baltics, Eastern Europe and Russia. Based in Sweden, Martin has extensive AV sales and marketing experience having worked in manufacturing and distribution for businesses across all areas of the industry from software to displays and digital signage to mounting solutions. His local market knowledge and connections will be invaluable for building Peerless-AV brand visibility and market share.

Martin joins the Peerless-AV team with over 20 years of experience in senior local and international roles at several major OEMs and distributors in the IT and AV sectors. He was responsible for go to market strategy, strategic partnerships, and growth in the EMEA region. Previously, he was CEO/Co-Owner of a digital signage software company responsible for international expansion and growth assignment.

“Our investment in senior regional heads continues with the appointment of Martin to the EMEA business,” said Keith Dutch, Managing Director – EMEA, Peerless-AV. “His broad knowledge of organisational culture, business management and go to market strategies within SME’s and multinationals, as well as his local knowhow and strong relationships, makes him the ideal candidate to grow our brand and customer base in his territories.”

“My background in business and dealing with cultural differences is wide-ranging; especially having run my own business, I know all the ins and outs of an organisation and what makes it tick from front to back of house. Therefore, I know I can help and support the Peerless-AV EMEA business in its sales and marketing efforts, to educate the Nordic, Baltics, Eastern Europe and Russian markets on the product range, increase brand awareness and open new opportunities through the emerging technology growth areas such as dvLED mounting systems and Xtreme™ Outdoor Displays”.

Martin has military officer and leadership training and holds a Master of Economics degree from Stockholm University. He is fluent in Swedish, Polish, English and also speaks Norwegian and Danish.

For more information on the full range of Peerless-AV mounts and solutions visit 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.



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