



## **Peerless-AV® Welcomes Mike Cunningham-Clayton as Director of Sales UK**

*Recent strategic appointments signal Peerless-AV's ongoing success and commitment to growth regions*

**Watford, UK, 4 December 2018** – AV technology pioneer Peerless-AV® today announced the appointment of Mike Cunningham-Clayton to the position of Director of Sales for the UK Professional Division, effective from 1<sup>st</sup> January 2019. Mike joins Peerless-AV from a senior management role in distribution, bringing over 25 years' AV experience and extensive insight into the UK AV channel. He will be responsible for leading a strong, ambitious sales team renowned for their close industry relationships with distributors, resellers, integrators and consultants.

“Announcing Mike as our new Director of Sales UK is a major milestone for the UK business and is one of several strategic appointments as we continue our journey of growth as an AV technology manufacturer in new emerging markets,” comments Keith Dutch, Managing Director – EMEA. “Mike is hugely respected across the UK Industry, not only for his knowledge, but for his welcoming, friendly personality, which fits in well with our company ethos.”

Prior to Peerless-AV, Mike held commercial management roles at various leading UK AV distributors with responsibility for key vendors in the LFD sector and associated technologies, including Peerless-AV. His direct customer experience and knowledge of application requirements across different verticals, such as QSR, Corporate, Education, Retail and Live Events, will be important for applying the features and benefits of Peerless-AV products to real world scenarios.

Commenting on his new position, Mike said, “It’s an exciting time to join Peerless-AV. My job now is to take UK sales to the next level with the new and dynamic product lines that are gathering momentum and customer interest. I already know the brand, the portfolio and sales team very well so I’m all set to get off to a flying start.”

For more information on Peerless-AV products and solutions, visit [www.peerless-av.com](http://www.peerless-av.com). 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](http://peerless-av.com).



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