

Peerless-AV® Expands German Sales Team with Appointment of Patrick Vater

Patrick will leverage his systems integrator background to expand reseller network in North and West Germany



St Albans, UK, 8 June 2023 – AV technology pioneer Peerless-AV[®] today announced the appointment of Patrick Vater as Sales Manager – Germany. Patrick joins a growing team in Germany and will assist with increasing business in the region with a focus on managing and building relationships with resellers in Northern and Western territories. The appointment supports Peerless-AV's European growth strategy and ability to address regional market needs with improved customer service levels.

Prior to joining Peerless-AV, Patrick spent five years at e-systems Ihr Systemhaus GmbH & Co. KG in the signage division, starting out as an engineer supporting key OEMs with installation and technical services. He then moved into project management implementing customer specific projects and was promoted to solutions sales manager coordinating active leads, product testing, inventory management and maintaining partnerships with manufacturers and distributors.

"Patrick is a valuable asset to the EMEA sales team and will be instrumental in furthering our market commitment and brand awareness in this vast economic hub," said Keith Dutch, Managing Director – EMEA, Peerless-AV. "Our expanded team will provide even more reach into those territories where we see growth opportunities for our core 'bread and butter' mounting products as well as our emergent dvLED, Outdoor and Kiosk lines."

Patrick will be responsible for actively pursuing new business in Northern and Western Germany with key and new accounts, identifying customer and market needs, building technical knowledge, delivering training and developing quality relationships. His professional experience with decision makers combined with his eye for detail, results-oriented approach, and deep understanding of installer needs, makes him a specialist in his field and a go-to expert for Peerless-AV products.

For more information on the full range of Peerless-AV mounts and solutions visit <u>www.peerless-av.com.</u> Follow the latest Peerless-AV news and updates on <u>Twitter</u>, <u>Facebook</u>, <u>LinkedIn</u> and <u>blog</u>.

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About Peerless-AV

Driving Technology Through Innovation

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high-volume 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 <u>peerless-av.com</u>.

Peerless-AV Revit Families & BIM Content

Peerless-AV provides BIM content/Revit families for its award-winning AV product lines for easy and convenient use within Autodesk Revit. Visit the BIMsmith® Library direct or via the Peerless-AV website.



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