

## **Peerless-AV® Strengthens European Team with Richard Billings Appointment**

*Richard brings successful track record in AV manufacturing, distribution and dealer channels*

**Watford, UK, 13 November 2018** – AV technology pioneer Peerless-AV® today announced that Richard Billings has joined the company as Technical Sales Manager for mainland Europe. Richard’s engineering background and over 10 years’ experience in business development, product marketing, channel management and commercial sales at various global AV manufacturers and distributors makes him a tactical hire for business growth and a welcome addition to the expanding Peerless-AV team.

Based in Portugal, Richard will be responsible for the Iberia region and key European accounts outside the UK, including Tech Data Maverick for which he will be the lead contact for country heads. Working with Melinda Von Horvath, Richard will plan and deliver a cohesive sales strategy for Peerless-AV partners in mainland Europe. He will also assume a strategic role within Peerless-AV’s product management and marketing teams and will support external sales with technical information and market data.

“Richard’s appointment is a huge win for us,” comments Keith Dutch, Managing Director – EMEA, Peerless-AV. “His track record, technical competency, marketing flair and sales initiative will have a huge impact on all areas of the business, as well as partner relationships in key regions throughout continental Europe where we see major growth potential.”

“Looking from the outside in, Peerless-AV has an enviable team, marketing machine and product range. Now I’m part of the business I see why and how they’ve reached this status. I’m joining at an exciting time and look forward to introducing new training methods and tools, both internally and externally, to help strengthen product understanding, communication to customers and increase sales.”

Richard holds qualifications in Electrical and Electronic Engineering with HNDs in Professional Sound Engineering, Production and Acoustic Design. He is also a keen sportsman and rugby coach.

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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