

## **Matt Nixon Announced as Peerless-AV's Distribution Channel Sales Manager, UK**

**Watford, UK, 26 April 2018** – AV technology pioneer Peerless-AV<sup>®</sup> today announced that Matt Nixon has joined the UK Professional Division as Distribution Channel Sales Manager. Matt is responsible for developing and implementing the long-term business strategy, broadening sales opportunities, managing distributor relationships and providing support for the ongoing growth of key accounts.

“Matt is a great asset to the UK team, with the motivation, commitment and people skills needed to successfully manage and develop our distribution network,” said Keith Dutch, Managing Director- EMEA, Peerless-AV. “He has demonstrated strong customer relationship skills and has a thorough understanding the AV and IT industry. His energy and experience will help us maintain our UK market leading position and explore new routes to market with our expanding portfolio.”

Prior to Peerless-AV, Matt was a commercial consultant at a cloud-based software provider and before that worked as an Account Manager at a specialist AV distributor. He is also a qualified tennis coach and keen racket sports player.

Commenting on his appointment, Matt said: “I’m enjoying being part of a successful, enthusiastic and productive sales team at Peerless-AV. Distribution sales is where I excel, and I look forward to putting my social and commercial relationship skills into practice with upcoming sales promotions, product training and marketing initiatives.”

For more information on the full range of Peerless-AV mounts 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 [www.peerless-av.com](http://www.peerless-av.com).



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