

Peerless-AV Hires Michaela Hirsch as new Sales Manager for Germany

Watford, UK, 28 February 2018 – AV technology pioneer Peerless-AV[®] today announced the appointment of Michaela Hirsch as new Sales Manager, Germany. With this move, the manufacturer strengthens its DACH sales team to support an expanding customer base in this thriving market.

“We are very pleased to welcome Michaela Hirsch to our Export Sales Team,” said Melinda Von Horvath, Vice President of Sales & Marketing for EMEA at Peerless-AV. “With her many years of industry experience and strong contacts in the industry, Michaela is a great asset for the company. She settled into the role immediately and has already had a positive impact on business in the German region.”

Michaela has more than 20 years of AV solutions sales experience having held various sales management and business development positions with renowned ICT distributors and OEMs in Germany’s AV and IT sector. Her responsibilities include growing Peerless-AV’s presence throughout Germany by working closely with channel partners and OEMs in project implementation, product training, event support and strategic planning.

Michaela commented, “I’ve joined Peerless-AV at an exciting time. My first ISE with the company allowed me to present a world class range of AV technology products and solutions to German customers, and I’m looking forward to building the business for these and the many new developments to come.”

For more information on the full range of Peerless-AV mounts and solutions visit www.peerless-av.com. Follow the latest news and updates on [Twitter](#), [Facebook](#), [LinkedIn](#) and [blog](#).

###

Press Contact and to request additional high res images to accompany this release

Beky Cann | Director of PR & Communications | Peerless-AV
bcann@peerless-av-eu.com | 01923 205 658 | 07836 620 496

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.



Unit 3, Watford Interchange, Colonial Way

Watford, Herts WD24 4WP

+44 (0) 1923 200 100

info.eu@peerless-av.com | www.peerless-av.com