**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec Inc. appoints Andrew Glasmacher to the position Sales Manager – Install & Professional Products**

— Longtime AV sales and marketing professional joins the U.S. Genelec sales team —

NATICK, MA, January 27, 2025 — Genelec Inc. announces the appointment of Andrew Glasmacher, to the position Sales Manager – Install & Professional Products. The latest addition to the Genelec Inc. sales team, Glasmacher is a seasoned sales and marketing professional with a diverse background spanning over two decades. The announcement was made by Lisa Kaufmann, Genelec Inc., Managing Director, and represents the company’s ongoing initiative to bolster its U.S. sales force.

Prior to joining Genelec, Glasmacher served as a Regional Sales Manager for a commercial AV manufacturer’s representative firm, overseeing territory sales management in Indiana and Michigan. He also worked as a Key Account Representative assigned to the Sweetwater office, where he was responsible for product training, creating marketing campaigns and assets, managing inventory, and collaborating with various departments within Sweetwater, including Merchandising, Marketing and Video Production. Glasmacher also has experience as Marketing Manager/Media Specialist, having produced engaging sales, training and technical videos for another prominent AV brand. He also developed and delivered CTS-certified training courses nationwide and at prominent AV trade shows such as InfoComm and conducted webinars. His role involved regular interaction with end users to assess product effectiveness, and he contributed articles to major trade publications. Earlier in his career, he was a Sales Representative at a system integration company, where he assisted clients with purchasing and configuring professional audio equipment and provided post-sale training and support. He also served as a Territory Representative, managing a dealer network across Utah, Idaho and Wyoming.

In addition to his professional endeavors, Andrew is an accomplished musician. He is a vocalist and drummer for The Sweetwater All Stars, a nine-piece rhythm and blues-band based in Fort Wayne, Indiana. The group focuses on classic R&B songs from Motown, Stax, Chess, and Atlantic artists. He holds a Bachelor of Applied Science in Sound Arts from Ex’pression College for Digital Arts, where he graduated as salutatorian in 2005.

“We have known Andrew for years, through his association with Sweetwater, and we are thrilled for him to join the Genelec Inc. sales team,” states Lisa Kaufmann. “He has a wide skill set, with experience in sales, marketing, social media and beyond, and we look forward to seeing him put his unique perspective to work. Welcome, Andrew!”

For more information, please visit [www.genelec.com](http://www.genelec.com).

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Photo file 1: AndrewGlasmacher.JPG

Photo caption 1: Andrew Glasmacher, Genelec Inc. Sales Manager – Install & Professional Products

Genelec, the pioneer in Active Monitoring technology, is celebrating over 45 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also continuing with its 18th year of Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

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*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*