

**\*\*\*\*FOR IMMEDIATE RELEASE\*\*\*\***

## Press Release

### **Genelec focuses on German customer experience with appointment of Marcel Schechter**

**Helsinki, Finland, April 2021**.....[Genelec](#) is delighted to announce the appointment of Marcel Schechter as Senior Customer Experience Specialist, with special focus on the domestic German market.

Based near Stuttgart, Schechter forms part of Genelec's international marketing and sales team and will be working in close collaboration with Business Development Manager Eric Horstmann and local German distributor Audio Pro, and will be concentrating on strengthening activities in marketing, education and customer support.

Having graduated in Audiovisual Media, Schechter then worked as a studio engineer and lecturer, spending 7 years as engineer at Bauer Studios in Ludwigsburg before joining Audio Pro in 2014 as Genelec product specialist. In this role Schechter gained a deep knowledge of the Genelec brand, specialising in assisting customers with loudspeaker selection, installation and room calibration, and providing high quality education to dealers and customers alike.

Genelec International Sales Director Ole Jensen commented:

“Marcel is a perfect fit for Genelec – his knowledge, energy and passion for the brand has been obvious since the day he joined Audio Pro. With our total commitment to building closer relationships with our customers in Germany and reinforcing local distribution activities, we know that Marcel's connections and experience will prove invaluable.”

Schechter concluded by saying that “I'm really excited about joining the Genelec team and further developing the work that I've been doing in recent years. To play an even bigger part in delivering an elevated customer experience is an opportunity that I'm really looking forward to.”

Marcel Schechter can be contacted at [marcel.schechter@genelec.com](mailto:marcel.schechter@genelec.com)

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

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## **About Genelec**

*Since the founding of Genelec in 1978, professional audio monitoring has been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active monitors. Over 40 years later Genelec monitoring products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio monitoring.*

### **For press information, please contact:**

Howard Jones, Genelec

T: +44 (0)7825 570085

E: [howard.jones@genelec.com](mailto:howard.jones@genelec.com)