December 2021



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

Press Release

**Genelec strengthens Nordic sales team**

**with key appointments**

**December 2021, Iisalmi, Finland…..**Genelec has further expanded its Nordic sales operation with the recent appointments of Mirko Ekberg and Fredrik Setterberg, both of whom bring with them a wealth of professional audio experience.

Ekberg joins Genelec’s Finnish team as Pro Audio Sales Manager, with responsibility for developing both Studio and MI dealer networks and building closer relationships with key studio customers. With a combined 20 year track record of distinguished sales management with both Fender and the Luthman distribution group, Ekberg steadily progressed to the role of Chief Sales Officer for Finland and the Baltics for Luthman Nordic.

Setterberg joins Genelec’s own Swedish distribution team as Sales Engineer, focussing on pre-sales and sales support across the Studio, AV and Home Audio segments. With over two decades of industry experience in both sales and technical solutions, Setterberg will be providing expert assistance to dealers, systems integrators and end users alike with training, demonstrations and on-site loudspeaker system calibrations.

Ekberg comments that “Genelec is an amazing brand and I'm thrilled and excited to be given this opportunity to join the family. I’ve always loved the process of really getting to understand my customers, so I’m looking forward to building and maintaining close customer relationships and providing a premium service at all levels.”

“Having been in the industry for many years, Genelec has always been the go-to brand for me when working as an AV integrator,” adds Setterberg. “In my new role as Sales Engineer, I’m now pleased to be able to assist Genelec’s Swedish customers across all segments with system design and both pre-sales and post-sales support.”

“We’re extremely happy to add two such experienced, skilled and respected professionals to our Nordic sales team,” concludes Mikko Tuomi, Genelec’s Nordic Sales Director. “In their individual roles they will strengthen our already robust team, bring us closer to our key business partners, and provide even higher levels of customer satisfaction.”

Ekberg and Setterberg can be contacted at

[mirko.ekberg@genelec.com](mailto:mirko.ekberg@genelec.com) and [fredrik.setterberg@genelec.com](mailto:fredrik.setterberg@genelec.com) respectively.

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.*

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