



Ahren Hartman

Shure has promoted **Ahren Hartman** to vice president of Quality. Hartman has been with Shure for more than 25 years and has led the team responsible for developing the Axient wireless system and numerous other wireless and IEM systems. In his new role, Hartman will be responsible for all of the company's quality activities, including corporate and supplier quality, product conformance and lab services, global compliance, and quality systems. In addition, he will also direct quality functions in Shure's Juarez and Suzhou manufacturing plants.



Scott Ermeti

Pelican Products, Inc. has promoted **Scott Ermeti** to president of International Business. Over the course of 20-plus years, Ermeti worked his way up through Pelican's ranks, starting out as the national sales manager for the Industrial Division. Most notably, he served as Pelican's first official employee located outside the United States, establishing the company's European headquarters in Barcelona, Spain. Pelican's international business now accounts for 30 percent of the company's annual revenue. Most recently, he was Pelican's senior vice president of International Business.



Henry Brausen

Eleven Engineering, Inc., which produces semiconductor products for pro audio and commercial markets, has appointed **Henry Brausen** to its design engineering team in its Edmonton corporate offices. Brausen has software development experience and is a graduate of the University of Alberta with a Master of Science degree in Electrical and Computer Engineering, Microsystems and Nanodevices, and a Bachelor of Science degree in Engineering Physics and Nanoengineering.

Meyer Sound has named **Michael Bogden** to the position of sales manager, Midwest. Bogden assumes responsibility for sales and client relations in 10 states of the upper



Michael Bogden

Midwest and Great Lakes region. Based in Minneapolis, he will report directly to Meyer Sound executive vice president Helen Meyer. Previously, he worked in sales and client services at Visual Horizon Communications; as an audio engineer for the Metropolitan Opera; a sound designer for numerous corporate events and associate designer for Broadway productions of *Godspell* and *Company*; and has a decade of experience as a production sound engineer for New York productions such as *Hairspray* and *Jersey Boys*.



Jake Halverson

Riedel Communications has promoted **Jake Halverson** to operations manager within the company's North America team, where he will manage the technical support and services department and liaise with clients and the factory. He will also oversee logistics and sales administration. Halverson most recently served as sales administrator for the Riedel North America team. Prior to that, he was the used equipment sales manager at Production Resource Group and held a series of technical sales management roles at Bexel. Halverson also served as a customer support coordinator at Calrec Audio and as a quality control technician at 2G Digital.



Mark Fisher

Core Brands has named **Mark Fisher** to the position of director, Product Management, reporting to Core Brands vice president, Product Management Mike Jordan. Fisher is responsible for management of the SpeakerCraft and Sunfire brands and will be based in the Core Brands Petaluma, CA corporate headquarters. Fisher comes to Core Brands from ASTRO Gaming (part of Skullcandy) where he managed headset products. Prior to that, he was global product line manager at Harman International, developing and driving new consumer loudspeaker products for the JBL and Infinity brands. Before that, Fisher held sales, marketing, and product

## 60SECONDS



**Jim Sides**  
*Eklektric*

**Q: What is your new position, and what does it entail?**

**A:** I am the founder and CEO of Eklektric, a firm that offers companies the opportunity to establish important relationships locally, nationally and globally, which were previously out of their reach. I created Eklektric because throughout my 30-plus years in the pro audio and live sound industries, I saw a great need for companies to have assistance in establishing distribution, sales channels, business development, reorganization and expansion both domestically and globally. Smaller companies in particular, which represent an important part of the future of our industry, often need expert assistance on an ad hoc basis—i.e. expert help in specific areas for a short period of time. So we are providing them the guidance to expand their markets on a consulting basis as a cost-effective solution.

**Q: How has your background prepared you for your new role?**

**A:** I've been a musician from the time I was in high school, attended college as a music major and became a professional drummer and percussionist. Even as a performer, I was always interested in pro audio and equipment. Starting off as a founding member of Apogee Sound in 1986, subsequently I've held a number of senior executive positions in the audio and live sound industries, including president and EVP of Sales & Marketing at Nexo USA, managing director and CEO of Meyer Sound Germany and business development director EXP for the Cinema Market for Meyer Sound in the U.S. Afterwards, I co-founded VUE Audiotechnik in 2012. All my experiences as a musician as well as working with manufacturers in the U.S., Europe and Asia have given me the unique perspective to understand what many companies need to grow their business.

**Q: What new marketing initiatives are we likely to see from the company?**

**A:** We are always expanding the range of services we offer clients—from sales and distribution, and financial business solutions, to events and marketing programs. In the future, Eklektric will broaden its reach into other areas—such as logistics and tradeshow support—to continue to provide our clients with a full complement of services to benefit their companies.

**Q: What are your short- and long-term goals?**

**A:** In the short term, we want to spread the word that Eklektric is here to assist companies in the audio and live sound industries that need help taking the next step in their growth. Long term, we want to reach out to clients in other technology-related markets and offer the same benefits and services for those developing companies as well.

**Q: What is the greatest challenge that you face?**

**A:** In a word: change. Taking businesses to the next level is all about being able to welcome changes. So our challenge is to help all of our customers embrace the positive changes that come with growth, and see the future of their business with a new outlook for success.

management roles at Marshall Electronics and Mitsubishi Digital Electronics America.



Nadeem Firasta

Dirac Research has appointed **Nadeem Firasta** as vice president of Product Strategy & Business Development, North America. Firasta joins Dirac after a 17-year career in various leadership positions at Intel Corporation. Amongst his other roles at Intel, he was also responsible for heading Intel's Audio, Voice & Speech technology strategy & product planning for multiple product lines. During that time, he directed strategic technology sensing and commercialization in futuristic audio

technologies for a diverse set of experiences and end-user applications.



Josh Garcia

Eastern Acoustic Works has added to its US Sales Engineering team with the addition of **Josh Garcia**, who will represent EAW in the western half of the United States. Prior to joining EAW, Garcia was a regional sales manager for American Music & Sound, working CO, UT, WY, ID, KS and MO. Preceding that, he was one of the owners of Taylor Marketing Group, a manufacturing rep firm that served the TX, OK, LA and AR markets. Garcia resides in the Denver, CO metro area and will travel the western half of the US in support of EAW.