

FitalPRO Reaches Further: New Addition to the Sales Team

FitalPRO has appointed Andrew Richardson to manage OEM sales and Area sales in UK and India.



Andrew has an extensive background in the audio industry, having spent the majority of his recent career working in managing the distribution and sales of audio components.

In his most recent role he managed technical sales and knows perfectly well the products Fital makes and sells.

Andrew states: "After visiting FitalPRO factory premises in Milan and Cremona, Italy, I immediately realized what I wanted to do. Actually, after experiences with other manufacturers in other industries, With FitalPRO there are already many customers that are familiar with the brand, so what I have to do is just to increase the amount of people that know about these marvelous products, build on

the relationship and look to new customers which are now not completely familiar with FitalPRO value."

Flavio Naggi, Pro-Audio Division Manager of FitalPRO, comments, "We are delighted to welcome Andrew as a key salesman for UK and India as we are expanding our services and product offerings. Andrew's strong commercial and technical expertise will complement our current skill set especially as we expand our influence in the OEM markets bringing his valuable experience in any branch of pro-audio and beyond".

Andrew stresses: "I have a strong belief that tomorrow's standard product is today's custom product, so as we continue to evolve as a company in the main Pro-Audio field it is my role to bring in as many opportunities as possible, whether they be from traditional markets or new ones we



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never thought of before, since loudspeakers are finding a place in many new applications nowadays."