



THE ART OF EASY

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Adrian Torres Joins Vaddio Sales Channel

Seasoned AV sales manager joins Vaddio sales team to oversee West Coast territory

MINNEAPOLIS, MN (February 24, 2015) – Vaddio is pleased to announce the addition of Adrian Torres to cover west coast sales. Adrian brings over 15 years of experience in AV technology for manufacturers including Crestron and Extron.

Adrian will play an instrumental role in developing strong relationships in the PRO AV and Unified Communication channels in the West Coast region and will concentrate on Vaddio’s dealer/integrator development, communication and support within his assigned areas (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming).

“We are very pleased to have Adrian join the sales team,” said Tim Henry, VP of Sales at Vaddio. “Adrian’s extensive background in the PRO AV marketplace and knowledge of the AV industry combined with Vaddio’s incredibly talented group of AV professionals will make him an extremely valuable asset to our team.”

Formerly a live sound and studio engineer, Adrian had the liberty of working in the studio with celebrity acts and running live sound in high-profile venues such as the Disneyland Resort. Prior to joining Vaddio, Adrian worked at Crestron where he worked closely with Commercial AV Integrators and managed a network of dealers.

“I can’t begin to tell you how excited I am to come back home to the Vaddio family,” said Torres. “As a former Vaddio rep, all I can say is the circle is now complete. Vaddio is composed of passionate and bold individuals that keep the company progressively innovative. With a history of breakthrough products and creative development, I’m beyond thrilled and privileged to join this team.”

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About Vaddio:

Vaddio is the leading manufacturer of specialty PTZ cameras and camera control systems used in the audiovisual, videoconference and broadcast industries. Your customers demand cutting-edge technology that’s simple to use. You want equipment that’s easy to install and reliable to operate. Vaddio serves integrators and operators alike – with broadcast-quality PTZ cameras and control systems that deliver the performance you need with the convenience you demand. More information can be found on the Vaddio website, www.vaddio.com or at (800) 572.2011.