



Contact:
Laurie Englert
Vice President –
Customer Experience
Milestone AV Technologies
952-225-6858
laurie.englert@milestone.com

FOR IMMEDIATE RELEASE

Vaddio Names New Vice President of US Sales

Sees new opportunities to add value to our partners and the experience

EDEN PRAIRIE, MINN., USA (MAY 17, 2016) – www.milestone.com – Kent Cawthorne has been appointed the new Vice President of US Sales at Vaddio, a leading global manufacturer of PTZ cameras, professional AV solutions and a full suite of Unified Communication and Collaboration products for the audiovisual, videoconference and broadcast markets.

Cawthorne is a 33-year industry veteran that began his career with over 12 years in the integration business in northern Ohio. He went on to hold several key positions with leading AV industry manufacturers including: Director of Dealer Sales US and Director of Marketing, Latin America, at Sony Corporation; VP of Channel Sales at Grass Valley; VP of Channel Sales at PESA; and VP of Sales and a member of the senior management team for Kramer Electronics. Cawthorne's focus has been developing unique strategies that deliver incremental growth, channel profitability and an extraordinary customer experience to his partners. Cawthorne said he was drawn to Milestone by the employee and leadership driven culture and the integrity that defines the character of the company.

“Our plan is to further connect our products, team and programs with our partners and customers to make Vaddio the go-to brand across our portfolio,” said Cawthorne. “This will expand our relationship and value proposition, as well as provide even more confidence and awareness regarding the support and solutions we offer. We want more than customer satisfaction – we want an enhanced customer experience.”

Cawthorne will report to Steve Durkee – President of Commercial Brands at Milestone.

“I’m excited to have Kent lead the Vaddio sales team, especially given his industry background and cultural fit with Milestone,” said Durkee. “He brings significant technology and channel experience to the team. In addition, Kent has a proven track record of motivating sales teams, and shares our commitment to building long-term, mutually successful partnerships.”

More information on the sales team, as well as introductions to new Vaddio contacts, will be released as it is available.

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About Milestone AV Technologies

[Milestone AV Technologies](#) is a leading designer and manufacturer of branded audiovisual products including flat panel mounting solutions, projector mounts, screens, equipment racks and AV furniture for both the consumer and commercial AV markets. Milestone's innovative products, sold principally under the Chief, Da-Lite, Projecta, Sanus and Vaddio brand names, are sold through numerous channels, including Pro AV dealers, regional home theater dealers, consumer electronics retailers, mass merchants and original equipment manufacturers. The company currently serves a broad base of more than 6,000 global customers with headquarters in Eden Prairie, Minn.

About Vaddio

Vaddio is the premier global manufacturer of PTZ cameras, professional AV solutions and a full suite of Unified Communication and Collaboration products for the audiovisual, videoconference and broadcast marketplaces. Combining enterprise-class performance and industry-leading support with system-configured design for simplicity of installation and operation, Vaddio products enhance any AV experience by elevating the science of communication with the Art of Easy. For more information, visit vaddio.com.

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