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TC Group Americas Inc. announces a new key role on their sales team#

Kitchener, Canada, February 2010 - TC Group Americas Inc. distributor of Tannoy, Lab.gruppen, TC Electronic, TC Helicon, Dynaudio Acoustics and Linn is pleased to announce the appointment of Ben Cook to Key Accounts Manager.

Ben will primarily be focusing on the installation market of the TCGA brands as well as being a primary support to the senior sales team. "It's great to see Ben take on a more focused sales role at TCGA, assisting us in driving sales and market share in a very key vertical market," said Marc Bertrand, CEO of TCGA. "Ben's 12 years of experience within the organization across various departments gives him a solid understanding of our customer's needs and how our extensive range of products apply in many scenarios. Ben has a proven ability that he can exceed expectations of our customers, and this new role will enable him to spend more time doing just that. "

Ben has held various positions within the organization starting in 1998 with Tannoy North America Inc. as Purchasing Coordinator. With Ben's commitment and experience, he has worked his way up through Tannoy and TCGA from Inventory and Logistics to Sales Operations Manager. "I look forward to the challenge of growing our key accounts further and expanding relationships between TCGA and our sales channel" Ben adds. In addition to Ben's new position as Key Accounts Manager within Install, he is also the primary contact within North America for TCGA's product compliance with outside organizations such as UL. Ben also remains very involved with all aspects of sales reporting and communications with all senior sales staff in all TCGA's market verticals.

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