



PRESS RELEASE

Bose Professional Names Jim Schanz Vice President of Sales for the Americas

FRAMINGHAM, Mass. – Jan. 3, 2024 – Jim Schanz has joined [Bose Professional](#) as their newly appointed vice president of sales for the Americas. This key appointment underscores the company's commitment to their customers and the market throughout the North, Central and South American regions.

Schanz brings more than 25 years of distinguished professional AV experience in sales and marketing. In his most recent role as vice president of global sales at Shure, he developed and executed a global strategy for integrated systems, leveraging his deep understanding of the customer and trends in the evolving AV industry. In his new role at Bose Professional, Schanz will report to CEO John Maier and will be responsible for leading the sales strategy across the Americas.

"I am incredibly excited about joining Bose Professional," stated Schanz. "It is an exciting time for the company and our industry. I am looking forward to joining an amazing leadership team and the opportunity to lead a very talented and passionate sales team."

"Jim's profound expertise and passion for delivering top-tier audio solutions make him a vital addition to Bose Professional," said Maier. "We are excited to have his leadership, especially as we build our team and structure as a newly independent and standalone business."

For further information on Bose Professional and their product offerings, visit [BoseProfessional.com](https://www.boseprofessional.com).

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Photo 1: Bose Professional_Jim Schanz.jpg

Photo Caption: Jim Schanz, vice president of sales for the Americas, is the newest member of the executive team at Bose Professional.

About Bose Professional

Founded on the belief that innovation begins with exploration, Bose Professional is dedicated to delivering a variety of solutions for today's diverse environments. The company's spirit of invention is focused on creating systems that are easy to design, install, and operate for performance and commercial applications. These systems can be heard all around the world in hotels, retail stores, restaurants, houses of worship, universities, and more. For more than 50 years, Bose Professional has partnered with AV integrators, system designers, installers and consultants to build unforgettable audio experiences.

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