

Bose Professional Expands Sales Leadership Team with the Appointments of Rick Renner and Tim Valley

FRAMINGHAM, MA – January 29, 2025 – [Bose Professional](#), developer of world-class audio experiences designed to transform any space, today announced the appointments of Rick Renner as Regional Sales Manager for the Central US region and Tim Valley as Regional Sales Manager for the Western US region. Katie Stewart will be managing the Eastern US region, as part of Bose Professional's three-region approach to sales in North America. These strategic hires and appointments are part of Bose Professional's continued commitment to strengthening its sales leadership and driving growth across the US market.

Rick Renner joins Bose Professional with over 20 years of experience in the professional audio industry. He has held leadership roles at Sennheiser Electronic Corporation and Shure Incorporated, where he most recently served as Senior Director, Professional Audio US. In this role, Rick played a key part in building long-lasting partnerships with end users, channel partners, and artists, which resulted in record sales growth. Rick's background in managing sales teams and driving product adoption across a broad range of professional audio applications will be invaluable as he leads efforts in the Central US.

"I'm excited to join Bose Professional and continue my career in professional audio," said Rick. "For nearly 25 years, I've represented products from studio to touring and have always considered Bose Professional a top-tier brand. I look forward to learning more about the products and working with the team to continue driving success in the Central US region."

Tim Valley also brings over 20 years of experience in sales and management in the professional audio industry. He has held key positions at Shure Incorporated and BrightSign, where he most recently served as Director of Commercial Sales. Tim's expertise in team leadership and building customer relationships makes him an ideal fit for Bose Professional's growing presence in the Western US. His career is marked by a focus on fostering deep connections with customers and advancing sales strategies that deliver results.

"I'm thrilled to join Bose Professional and represent such an iconic brand," said Tim. "With my background in professional audio, as well as brand-building experience at Shure and BrightSign, I look forward to helping drive success in the West and building lasting relationships with our customers."

"We are excited to welcome Rick Renner and Tim Valley to our team as Regional Sales Managers. With over 40 years of combined experience in the industry, they bring invaluable expertise, strategic insight, and a deep understanding of the

market,” said Bose Professional Vice President of Sales, Americas, Jim Schanz. “As part of Bose Professional’s hybrid go-to-market sales model, Tim and Rick will oversee a robust mix of in-house sales managers and engineers, alongside independent sales firms, creating a dynamic and flexible approach to meeting the needs of customers across the regions. Rick and Tim’s leadership will be instrumental in driving our continued growth and success across the U.S., and I am confident they will make significant contributions to our efforts in delivering outstanding value to our clients and partners.”

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

About Bose Professional

Bose Professional is dedicated to transforming spaces with sound. Driven by the belief that innovation begins with exploration, our dedicated and passionate team combines deep expertise with a spirit of invention to create audio solutions that enhance performance and commercial environments. From hotels and restaurants to houses of worship, universities, and retail spaces, our systems deliver legendary performance and are seamless to design, install, and operate. For over 50 years, we’ve partnered with AV integrators, system designers, installers, and consultants around the world to build unforgettable audio experiences—and we’re just getting started.