

Bose Professional Announces Key Leadership Promotions to Accelerate Innovation and Global Growth

Boston, MA — October 8, 2025— [Bose Professional](#), a global leader in professional audio solutions, today announced the promotion of Matt Calhoun to Chief Operating Officer and Shawn Watts to Vice President of Product, effective immediately. These strategic appointments reflect the company's continued commitment to innovation, agility, and customer-first excellence as it builds on its [50-year legacy](#) and renewed independent focus.

Matt Calhoun has been a driving force at Bose Professional for over two decades, helping shape the company's identity and guiding its transformation into a fully independent business. "Matt has preserved the best of our heritage while championing the agility of a startup," said John Maier, CEO of Bose Professional. "His leadership has been instrumental in rebuilding our operations and positioning us for long-term success." As COO, Calhoun will oversee global operations and continue to lead initiatives that enhance speed, efficiency, and customer impact. "We've rebuilt our foundation to serve our customers better than ever," said Calhoun. "I'm honored to help lead this next chapter of growth and innovation."

Shawn Watts, now Vice President of Product, brings over seven years of experience at Bose Professional, along with a unique perspective shaped by his time as both a customer and a competitor. "Shawn has helped redefine our product vision and roadmap," said Maier. "He's now leading the execution that will deliver on that promise." Watts will oversee product strategy, development, and lifecycle management across the company's expanding portfolio. "We're developing better tools and systems for the people who shape, design, install, and operate audio systems every day," said Watts. "I'm excited to help bring that vision to life with creativity and purpose."

Having become an independent company in 2023, Bose Professional is now solely focused on the professional audio market. The company has completely reorganized its operations while expanding globally, opening over a dozen new offices and launching more than 20 new products in just two years. Trusted by integrators, consultants, and designers worldwide, Bose Professional continues to deliver innovative solutions, releasing multiple award-winning products this year such as [EdgeMax](#), [Forum](#) and [Veritas](#) that reflect a customer-first mindset and a renewed energy.

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.