

The logo features the word "BOSE" in a bold, italicized, sans-serif font, with a horizontal line through the middle of the letters. Below it, the word "PROFESSIONAL" is written in a smaller, all-caps, sans-serif font. The entire logo is set against a dark background.

PROFESSIONAL

PRESS RELEASE

Bose Professional Announces Adam Shulman to Head Product Management

FRAMINGHAM, Mass. – Dec. 5, 2023 – [Bose Professional](#) announced the promotion of Adam Shulman to director of product management, a strategic enhancement that reflects the company's dedication to its customers and commitment to innovative, customer-driven system solutions. With more than two decades of expertise in system design and product innovation, Shulman is well positioned to spearhead a new era of ingenuity within Bose Professional's product strategy. His advancement supports the company's focus on engineering and product excellence.

John Maier, CEO of Bose Professional, expressed his confidence in Shulman's ability to drive the company's product vision forward. "Adam embodies the spirit of Bose Professional and his talent strengthens our pursuit of excellence and customer satisfaction," Maier stated. "With his unique grasp of audio technology and product innovation, his leadership will play a crucial role in the creation of systems that align with and anticipate the needs of our diverse customer base."

Director of Product Management, Adam Shulman shared, "As a new company, we have a 50-year legacy in professional audio, which provides us the rare opportunity to take a look at ourselves and the market with a fresh perspective. I am thrilled to move into this role at such an exciting time for Bose Professional."

The pairing of Shulman's promotion with the recent addition of Kenn LeGault as vice president of engineering reflects a concerted effort by Bose Professional to amplify its leadership in the industry. These developments are clear affirmation of the company's enduring legacy and its dynamic strategy for future growth.

For further details on Bose Professional industry leadership and product offerings, please visit [BoseProfessional.com](https://www.boseprofessional.com).

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Photo 1: BoseProfessional_AdamShulman.jpg

Photo Caption: Adam Shulman, Director of Product Management for 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, commercial, and conferencing applications. These systems can be heard all around the world: in workplaces, houses of worship, universities, restaurants, retail stores, hotels, performing arts centers, and more. For more than 50 years, the Bose Professional business has partnered with AV integrators, system designers, installers, and consultants to build unforgettable audio experiences.

Media Contact

Bose Professional
508-766-4519

BoseProfessional@boseprofessional.com

BoseProfessional.com