

Bose Professional Continues Building Product Development and Innovation Team with Hiring of John Born

FRAMINGHAM, MA – December 11, 2024 – [Bose Professional](#), developer of world-class audio experiences designed to transform any space, today announced the appointment of John Born as the new Product Management Director for Ecosystems & Emerging Technology on the Product Development team. In this role, Born will spearhead the development of groundbreaking audio technologies at Bose Professional, solidifying the company's commitment to innovation and excellence.

With a 20-year background in product innovation and development, Born brings a wealth of experience creating disruptive, customer-centric solutions to his new position as Product Management Director at Bose Professional. Born joins the company with a long and distinguished career in audio product innovation, most recently directing product and innovation teams at Shure Incorporated. Born's appointment comes at a time of significant growth and expansion for Bose Professional as the company continues to invest in research and development to deliver innovative audio solutions that meet the evolving needs of its customers.

"I am excited to join Bose Professional and work alongside such a talented team," said John Born. "Developing cutting-edge audio solutions that transform the way people experience sound is a real passion of mine. I love taking ideas and turning them into products that open the door to new possibilities and solve problems in entirely new ways. I'm looking forward to building a great future on top of a great legacy here at Bose Professional."

Born's extensive portfolio, product, and project management experience will be instrumental in driving Bose Professional's innovation strategy. His focus on leveraging multiple technologies to create market-leading solutions aligns perfectly with the company's vision for the future.

"We are thrilled to welcome John to the Bose Professional team," said Shawn Watts, Director of Product Management. "His expertise in developing disruptive and innovative solutions, always working from the customer's perspective, coupled with his strong, proven leadership skills makes him the ideal candidate to lead our product innovation efforts. We are confident that John will play a pivotal role building on our 50-year legacy of category-leading innovation and shape the future of audio technology at Bose Professional."

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

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.