

Bose Professional Expands US Operations with New Hybrid Sales Model

FRAMINGHAM, Mass. – April 22, 2024 – Bose Professional, developer of world-class audio experiences designed to transform any space, announced today the launch of a new US sales organization, marking a historic milestone in the newly independent company's evolution.

For over 50 years, [Bose Professional](#) has developed audio technology that allows systems to be easily designed, installed and operated for performance and commercial applications. Today, their systems can be heard worldwide in workplaces, houses of worship, universities, restaurants, retail stores, hotels, performing arts centers, stadiums and more. Acquired in April 2023 by Transom Capital, a leading operations-focused private equity firm, Bose Professional retained its core engineering, product management and marketing teams at launch and has been building and expanding its autonomous operations and infrastructure at a rapid pace over the last four quarters.

The new sales model announced today includes a robust mix of in-house sales managers and engineers, independent sales firms, and a new, service-oriented website. New US representative firms announced today include [SK Macdonald](#) (SKMac) serving the Mid-Atlantic and New York metropolitan areas, [Audio Biz](#) assisting customers in the Midwest, and [HWPCo](#) representing the Southeast. In addition, Bose Professional's US team has been reengineered to provide additional regional focus and customer support, with Paxson Laird, Regional Sales Manager, East, and Katie Stewart, Regional Sales Manager, Central/West, leading expanded sales engineering and design support teams.

"We are excited about this opportunity to expand Bose Professional's presence in the US market," said Jim Schanz, vice president of sales for the Americas. "Personal relationships are a critical component of success in our industry, and SKMac, Audio Biz and HWPCo mirror our commitment to the customer and make them a natural fit for this expansion. This hybrid sales approach lets us deliver agile, best-in-class service and support our customers so they can then deliver incredible experiences for their clients."

In addition to announcing their new sales model, Bose Professional has also launched a [new website](#) which includes Bose Professional's complete collection of extensive training modules and a new document library, designed to provide integrators and consultants immediate access to critical files and specifications.

"The launch of this new sales organization is a huge achievement, and I want to extend my thanks to the team and our new partners for their incredible work bringing this model to life," said John Maier, Chief Executive Officer at Bose Professional. "While this new sales model makes a major step forward in our evolution as an independent company, we're just getting started. We're excited to open over a dozen new Bose Professional experience centers and offices around the

world this year as we remain laser-focused on providing best-in-class sales and service for our customers, globally.”

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

About Bose Professional

Founded on the belief that innovation begins with exploration, [Bose Professional](https://www.boseprofessional.com) 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.