

Bose Professional Strengthens Global Leadership Team with Appointment of Joe Falcão as Chief Financial Officer

Falcão's global experience adds unique depth and expertise to the company's executive team

BOSTON, Mass. — June 23, 2025 — [Bose Professional](#), independent developer of world-class audio experiences designed to transform any space, today announced the appointment of Joe Falcão as Chief Financial Officer. Falcão brings more than 20 years of international financial leadership to the role, having previously guided high-performing teams across the retail, e-commerce, telecom, and healthcare industries from offices around the world.

Falcão's international experience makes him ideal for the role at Bose Professional as the company continues to expand its operations since becoming independent in 2023. Previously Falcão has provided financial leadership for global brands including Dunkin and Cabot Corporation and managed teams at Invensys, iBasis, Thrasio and Orva, among others. Falcão has a proven track record of driving operational excellence across offices in Brazil, Belgium and Malaysia and leading organizations based in the UK, India, China, the Netherlands and Japan.

"Joe's leadership in scaling complex global operations will be instrumental at this point in Bose Professional's expansion," said John Maier, CEO of Bose Professional. "His ability to drive financial strategy while fostering operational agility is exactly what we need to sustain our momentum. With Joe's steady, knowledgeable and professional hand, we'll continue to grow with purpose around the world."

Since launching as an independent company in 2023, Bose Professional has built out its operational infrastructure from scratch, building original global supply chain, data infrastructure and logistics platforms, and scaling all new HR, IT, marketing, product, finance and sales teams. In the last 16 months Bose Professional has opened 13 new offices worldwide in cities including Amsterdam, Dubai, Singapore, Shanghai, Tokyo and London and has recently opened its new global headquarters in Boston.

"Bose Professional is a company on the move, expanding operations and innovating at a rapid pace," said Falcão. "I'm energized by the momentum the company has built under its current leadership, and the clarity of purpose across the organization is exciting. I look forward to helping the team continue building something remarkable—sustainably, globally, and together."

Falcão studied economics and computer science at the University of São Paulo, Brazil, and earned an MBA from Fundação Getulio Vargas in Rio de Janeiro, Brazil. Most recently Falcão has earned executive certifications from the MIT Sloan School of Management and the Babson F.W. Olin Graduate School of Business. Falcão resides in Boston with his wife Cheryl and five children.

For further information on Bose Professional and its products, visit BoseProfessional.com.

About Bose Professional

[Bose Professional](https://BoseProfessional.com) 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.