**Bose Professional Appoints Adam Castillo as**

**Vice President of Global Marketing**

**FRAMINGHAM, Mass.** – **AUGUST 16, 2024** – [Bose Professional](https://www.boseprofessional.com/en-us?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press%20release&utm_term=awareness&utm_content=adam%20castillo%20press%20release&utm_geography=global), developer of world-class audio experiences designed to transform any space, announced today the appointment of Adam Castillo as Vice President of Global Marketing. Castillo brings over 20 years of experience leading marketing teams at companies ranging from startups to large, global technology companies. He joins a diverse and growing list of senior tech professionals recruited to the newly independent Bose Professional team in the last year. Castillo will report to CEO John Maier.

"We are thrilled to welcome Adam to the Bose Professional team," said Maier. "His deep experience in global marketing and extensive expertise in the pro-audio industry will be invaluable as we continue to grow our business and expand our reach. We consider ourselves fortunate to be able to benefit from his experience and are excited to have him as part of Bose Professional.”

Adam Castillo has held senior marketing positions at companies including Logitech, Avid, and Blue Microphones, where he has led global marketing strategy and execution, brand strategy and development, and product marketing among other functions. He is the creative architect behind multiple global brand launches and brings with him extensive experience in new market development. At Bose Professional he will lend his skills to help position the company for explosive growth in its new era as a standalone organization.

"I am excited to join Bose Professional at such a pivotal moment,” said Castillo. “I’m grateful to be part of such an impressive leadership team that was brought on to build the next chapter for the company. The company’s overall talent, the technology, and its 50+ year legacy are all ready to be harnessed--it's rare to see so much potential in one place.”

After being taken private in April 2023, Bose Professional has been building and expanding its autonomous operations and infrastructure at a rapid pace over the last four quarters, most recently announcing the launch of their new [hybrid US sales organization.](https://www.boseprofessional.com/en-us/company/newsroom/2024/bose-professional-expands-us-operations-with-new-hybrid-sales-model?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press%20release&utm_term=awareness&utm_content=adam%20castillo%20press%20release&utm_geography=global) In addition to filling key positions, Bose Professional has opened ten new offices and Experience Centers in cities around the world this year, including [Tokyo](https://www.boseprofessional.com/company/newsroom/2024/bose-professional-celebrates-global-expansion-with-tokyo-office-grand-opening), [London](https://www.linkedin.com/posts/bose-professional_are-you-in-the-london-area-were-thrilled-activity-7211815489675685889-lpqx) and [Shanghai](https://www.linkedin.com/posts/bose-professional_boseprofessional-audioinnovation-soundexperiences-activity-7177007836122468353-kK-7), empowering local teams to deliver best-in-class sales and service to their customers.

For further information on Bose Professional and their product offerings, visit  [BoseProfessional.com](https://www.boseprofessional.com/en-us?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press%20release&utm_term=awareness&utm_content=adam%20castillo%20press%20release&utm_geography=global).

**About Bose Professional**

Founded on the belief that innovation begins with exploration, [Bose Professional](https://www.boseprofessional.com/en-us?utm_campaign=fy25%20press%20releases&utm_medium=owned_pr&utm_source=press%20release&utm_term=awareness&utm_content=adam%20castillo%20press%20release&utm_geography=global) 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.