# Pro AV Sector Update: Major Acquisitions and Key Appointments



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In recent developments within the Pro AV industry, several significant acquisitions and appointments have been made. Here are the essential updates:

**AVI-SPL Acquisition**
AVI-SPL has reached an agreement to acquire Grupo ICAP Global, a move expected to finalize in August. The merger will expand AVI-SPL's operations into Latin America and Spain, enhancing their ability to serve global and Spanish-speaking markets in AV, UC&C, and workplace management technologies.

**AtlasIED Leadership Transition**
AtlasIED has appointed Charlie Kowalczyk as Director of Support Services, taking over from the retiring Dick Snider. Snider will continue with AtlasIED part-time to ensure a seamless transition. Kowalczyk brings over a decade of experience as the domestic sales and operations manager at AtlasIED, contributing his expertise in complex, mission-critical deployments.

**Meyer Sound's New Director**
Meyer Sound has appointed Mark Mayfield as Director of Cinema Sound Marketing. Mayfield joins the company with extensive experience in sales, marketing, and product development roles, having previously held positions with Bose, JBL Professional, and other prominent firms.

**RTI Sales Team Expansion**
RTI has bolstered its sales team with the appointments of Mattie Lillard and Lee Chavez as Inside Sales Representatives for the East and Central/West regions, respectively. Both bring substantial sales and operations experience to their new roles.

**InGear's New President**
InGear has appointed Peter Schuyler as President. Schuyler, previously Vice President and Managing Partner, will now lead the company. He brings a diverse background in live events, performing arts, and publishing.

**MAXHUB Partner Ecosystem Expansion**
MAXHUB has added four new partners: Nureva, Extron, Sennheiser, and Inogeni. These partnerships aim to enhance audiovisual conferencing systems, streamline administration, and integrate advanced collaboration technologies.

**EvertzAV Joins GPA Global Partner Program**
EvertzAV has joined the GPA Global Partner Program to offer enhanced enterprise broadcast solutions for hybrid workplaces. The collaboration aims to implement global broadcast solutions for corporate and enterprise clients.

**Utelogy and AMETEK SurgeX Partnership**
Utelogy has integrated AMETEK SurgeX into its Utelligence Alliance Partner Program. This partnership aims to enhance power management and monitoring capabilities for AV and UC devices.

**Leadership Updates in Audio-Technica**
Audio-Technica appointed Mark Humrichouser as Vice President of System Solution Sales/Marketing for the Americas, including the U.S., Canada, and Latin America. Humrichouser will lead sales and marketing for system solutions and professional products, drawing on his extensive background in business development and leadership roles at Shure Incorporated and Sennheiser Electronic Corporation.

These updates reflect significant shifts and expansions within the Pro AV industry, highlighting ongoing efforts to enhance service delivery and market reach.