

PK SOUND Welcomes James Oliver as Chief Strategy Officer



PK SOUND, the robotic line array company, has announced the appointment of James Oliver as Chief Strategy Officer. Reporting directly to Founder and CEO Jeremy Bridge, Oliver is responsible for the development, communication, execution, and sustainment of strategic corporate initiatives. In addition to his role on PK SOUND's senior management team, Oliver has also joined the company's ownership group.

Oliver comes to PK SOUND following a high-profile, seven-year tenure with Adamson Systems Engineering, most recently serving as Director of Marketing and Sales. Throughout that stint, he spearheaded the development of turnkey system offerings and a sophisticated global distribution network that led to exponential year-over-year growth for the manufacturer.

"Joining PK was the easiest transition of my career. The culture of the organization and technological advancements of the product line are completely in tune with the live events industry of tomorrow," comments Oliver. "The potential I inherit from the PK SOUND brand is incredible, and whatever comes next for the organization is

a testament to the foundation that's been laid before me.

"I've joined at a time when there are many questions in front of the live events industry; questions like, when will we go back to work? When will we be able to share life again with our peers? When can we feel the rush of an artist hitting the stage, and the swell of excitement within a large crowd of people? While we cannot control the outcome of this virus, we can control how we prepare for what's next. This is a moment in our history where we can double down our efforts, ramp up innovation, and come back better than before.

"Over the past year, we have piloted a significant strategic shift in the organization to capitalize on our technological advantages and reimagined the relationship between the service provider and manufacturer. The industry will be different when we return, and we intend to be at the forefront of this change."

As Chief Strategy Officer, Oliver is tasked with charting the strategic direction for business development, marketing, and communications. He will assist the management team in the formulation of overall corporate objectives and advise on all matters related to the PK SOUND brand.

"Throughout 2020, we refocused our teams and made significant investments in infrastructure, research and development, and strategy in preparation for a major push towards our goal of PK SOUND becoming a top global brand in the professional loudspeaker space," says Jeremy Bridge, CEO and Founder of PK SOUND. "As we reemerge post-pandemic, PK will be a leader in reimagining a more collaborative and mutually beneficial pro audio industry. James adds a key element to our already-deep talent pool and will execute our strategy to reshape the future of sound. We're excited to welcome him to the PK SOUND family."

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