**Audio Associates and Sapphire Marketing Announce a New Strategic Partnership**

Marla Suttenberg, owner of Sapphire Marketing, joins forces with long-time friend and associate Joe Blacker to expand the reach of Audio Associates to integrators, consultants and Enterprise end users

Ellicott City, MD, January 31, 2022 – Audio Associates, a leading manufacturer’s rep firm in the AV, professional audio, digital signage/direct view LED, system integration, sports and government market sectors, announced today that industry veteran Marla Suttenberg has joined forces with the Maryland-based firm. The announcement was made by Joe Blacker, president of Audio Associates, and underscores Audio Associates’ ongoing expansion and dedication to ensuring the company provides the highest level of service and support for the distinguished brands it represents.

Suttenberg brings decades of experience to Audio Associates. She will be focusing on key integrators, consultants and Enterprise end users. Additionally, the joining of forces of Suttenberg and Blacker further expands and solidifies Audio Associates’ business in New York, New Jersey and Eastern Pennsylvania. With a rich background in AV in the residential and commercial market sectors, Suttenberg has served on the IPRO board of directors, was the acting Chairperson of the avreps.org Membership Committee in the past and has been honored with the Women in CE Award in 2013 and entered the *System Contractor News* Hall of Fame in 2019.

“I’ve known and admired Marla’s work for many years, and we’ve been good friends and business associates and over the years had quite a few iconic product lines in common,” stated Joe Blacker. “Her relationships in the industry are second to none, and we plan on leveraging these relationships with end users, consultants and integrators on behalf of our manufacturers.”

Echoing Blacker’s sentiments, Marla Suttenberg stated, “I’m excited to join Joe’s dynamic team and represent some really cool manufacturers, as well as continuing to work with some previous Sapphire brands. I’m looking forward to getting back on the road!”

For more information, contact:

Joe Blacker: joe@audioassociatesonline.com

Marla Suttenberg: marla@sapphiremarketing.com

Photo file 1: Marla\_Suttenberg.jpg

Photo caption 1: Marla Suttenberg

Photo file 2: Joe\_Blacker.jpg

Photo caption 2: Joe Blacker

*About Audio Associates*

Joseph Blacker, President of Audio Associates, graduated from the University of Massachusetts as an Electronic Engineer. He went on to become a professional musician for seven years, playing with Micheal Urbaniak, Jean Carn, Phyllis Hyman, Chuck Brown, The O’Jays and various other jazz and R&B groups. Joe engineered many recording projects through the late 70s. As a musician he worked with companies such as Mesa Boogie, PRS, MXR and Teac as an endorsee and clinician. He eventually transferred the knowledge he gained by working with some of the “true innovators” and started his rep firm in 1981. He has been involved with many industry projects on the design level, worked on large-scale audio projects with many industry notables and has a real working knowledge of all products Audio Associates represents. He continues to find new opportunities for his manufacturers and his firm.