**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec deepens global AV commitment with key appointments**

NATICK, MA, November 1, 2022 — Genelec, the world leader in professional loudspeaker systems, has deepened its commitment to the AV market by appointing Kati Pajukallio as AV Business Manager and Sami Mäkinen as AV Sales Manager for Finland. These new appointments will bring [Genelec](http://www.genelec.com/) even closer to its key customers and help drive continued growth in both international and domestic AV markets.

Pajukallio joined Genelec last year, bringing with her a wealth of AV industry experience, having previously worked in marketing communications roles for Electrosonic and Audico Systems, both highly regarded integrators. As AV Business Manager, she will now lead Genelec’s global AV Installation business, helping to develop the company’s international presence by developing its [AV portfolio](https://www.genelec.com/av-installation-speakers) and partner network. As well as strengthening Genelec’s reach and relationships with customers, Pajukallio’s strong marketing background will be fundamental in helping to shape the company’s profile in this key market segment.

Sami Mäkinen has been a key part of the Genelec sales management team since 2007 and has concentrated exclusively on the AV market for the last seven years. As Finnish AV Sales Manager, Mäkinen will handle pre-sales and sales pipeline management, account management and local marketing co-operations, and will look to build on Genelec’s very strong presence in the premium AV Installation market in Finland, increasing the levels of cooperation with local AV integrators and installers.

Mäkinen will work closely with Sales Engineer Henri Ulmanen, who will continue his important role in the Finnish AV team by focussing on sales channel education, technical sales support and internal R&D co-operation.

“I’m looking forward to strengthening the co-operation with our fantastic global distributor and integrator network, providing customer-oriented solutions and support together with our professional AV team,” comments Pajukallio, while Mäkinen adds that “I´m very excited to be joining the Finnish team once more. The connection and communication between us and our partners are key to successful co-operations, and I can’t wait to start building closer relationships with them.”

Genelec Business Development Director Ken Kimura concludes by adding, “Since the launch of our [Smart IP](https://www.genelec.com/smart-ip) networked loudspeaker family in 2019, our profile in the AV market has grown significantly and we’re totally committed to further expansion. The experience that Kati and Sami bring to the company will help us to both sustain our strong AV presence in the Nordic region, and significantly drive our global AV sales and marketing efforts. We see a very bright future for us in this extremely important market segment!”

For more information, please visit [www.genelec.com](http://www.genelec.com).

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Photo file 1: 2022\_AV\_Kati\_and\_Sami\_PR.JPG

Photo caption 1: Genelec’s Sami Mäkinen (L) and Kati Pajukallio (R).

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also celebrating 15 years of its Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

Other brand and product names may be trademarks of the respective companies with which they are associated.

*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*