**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Steen Tychsen appointment bolsters Genelec’s international sales team**

NATICK, MA, April 3, 2024 — [Genelec](http://www.genelec.com/) has announced the appointment of industry stalwart Steen Tychsen to the position of International Sales Manager, with responsibility for SE Asia, Eastern Europe and Canada. With over 25 years of professional audio experience in a succession of senior roles, Tychsen brings with him a deep knowledge of the industry – helping to further strengthen Genelec’s sales operation in these key global territories.

Tychsen’s previous high-profile roles at both DPA and Neumann have given him extensive experience of overseeing sales and business development in both EMEA and the U.S. – and demonstrate a strong track record of implementing strategies to maximize revenue and productivity, and proactively developing regional partners.

“I’m thrilled at the opportunity to represent a brand synonymous with excellence in audio technology,” comments Tychsen. “Genelec's commitment to innovation and superior sound quality aligns with my passion for delivering exceptional experiences to customers around the world. As I take on this role, I feel a mixture of excitement and responsibility, and I see it as an exciting challenge to drive growth and expand Genelec's presence in global markets.”

Genelec International Sales Director Ole Jensen adds, “I’m delighted to welcome Steen to the team at a really exciting point in our global development. With the new [UNIO Monitoring Platform](https://www.genelec.com/9320a) helping to drive growth in the Studio segment, and our ever-increasing profile in the [AV](https://www.genelec.com/av-installation-speakers) and [Home Audio](https://www.genelec.com/home-speakers) markets too, the need for a strategic, customer-centric focus has never been greater. Steen’s experience will be truly invaluable in helping us achieve our ambitious goals for the future. Finally, as Steen assumes his new role, I’d also like to pay tribute to my sales colleague Jukka Latva-Hakuni, who has previously been managing the SE Asia and Eastern European territories,” concludes Jensen. “Jukka is about to start enjoying a very well earned retirement, and on behalf of the whole company I’d like to thank him for his years of dedicated service to Genelec.”

Steen Tychsen can be contacted at [steen.tychsen@genelec.com](mailto:steen.tychsen@genelec.com).

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

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Photo file 1: Steen\_Tychsen\_PR\_image.JPG

Photo caption 1: Steen Tychsen

Genelec, the pioneer in Active Monitoring technology, is celebrating 45 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 continuing with its 18th year of 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;*

*Web:* [*http://www.genelec.com/*](http://www.genelec.com/)*.*