

**FOR IMMEDIATE RELEASE**

**Focusrite Strengthens Long-Term Strategic Business Plan with New Appointment of Laura Camacho as Senior Vice President of Focusrite Group US**

Los Angeles, CA, May 23, 2023 – Laura Camacho has been appointed Senior Vice President for Focusrite Group US to manage the commercial activities across the Americas for the Focusrite Group’s Content Creation brands of Focusrite, Focusrite Pro, Novation, ADAM Audio, Sequential, Oberheim, Sonnox and Ampify.

Laura brings a wealth of channel experience from her leadership roles at Adorama and previously Guitar Center. Laura also obtained her MBA from Californian Lutheran University. Laura will be reporting directly to the Focusrite Group Chief Revenue Officer, Damian Hawley, and will manage all Focusrite Group routes to market across the Americas.

Laura Camacho comments, “I am honored to have the opportunity to join such an incredibly talented team and represent an industry-leading portfolio of brands at Focusrite Group. I have long admired their commitment to innovation and am thrilled to lead the continued expansion and excellence across the Americas.”

Damian Hawley comments, “The Focusrite Group has seen significant growth over the last decade both organically, with its market leading products, and through the acquisition of numerous iconic brands. To further capitalize on the strength of the group we identified the need to bring the teams together under a single leader to prepare for the next stage of our growth plan. We are very happy and privileged that Laura has decided to join us, and we look forward to providing further significant growth opportunities for the Focusrite Group and all our channel partners.”

Photo file 1: Laura-Camacho.jpg

Photo caption 1: Laura Camacho, SVP Focusrite Group US

For further information, head to <http://www.focusrite.com> or contact:   
GLOBAL: Ollie Russell-Pearcey: +44 (0) 7557 983425 // [ollie.russellpearcey@focusrite.com](mailto:ollie.russellpearcey@focusrite.com)   
US: Hannah Bliss: +1 (310) 341 7264 // [hannah.bliss@focusrite.com](mailto:hannah.bliss@focusrite.com)

**About Focusrite**

Focusrite plc is a global music and audio group that develops and markets music technology products. Used by audio professionals and amateur musicians alike, its solutions facilitate the high-quality production of recorded and live sound. Our audio technology brands stand together, seeking to enrich lives through music by removing barriers to creativity – ‘we make music easy to make’.

The Focusrite Group trades under established and rapidly growing brands, split into two divisions: Content Creation & Audio Reproduction. All brands have a high-quality reputation and a rich heritage spanning decades, while being category leaders in the music-making industry.

The Content Creation brands; Focusrite, Focusrite Pro, Novation, ADAM Audio, Sequential, Oberheim, Sonnox & Ampify.

The Audio Reproduction brands; Martin Audio, Optimal Audio & Linear Research.