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**Audio-Technica appoints Matt Markgraf Strategic Partnership/Alliance Manager**

— New appointment emphasizes A-T’s dedication to industry relationships and the broad cross-compatibility and interoperability of its products across the industry —

*Stow, OH, June 22, 2023* — [Audio-Technica](https://www.audio-technica.com/en-us/commercial-audio), a leading innovator in transducer technology for 60 years, recently announced the appointment of Matt Markgraf to the position of Strategic Partnership/Alliance Manager. The announcement was made by Kurt Van Scoy, Audio-Technica U.S. Vice President of Product, Business Alliances, and Marketing, and expands A-T’s global focus on certifications and integrations with third-party manufacturers.

In his new position, Markgraf will be responsible for leading A-T’s global planning and implementation of aligning partners for certifications and integrations with various brand partnerships. This process begins at the product ideation stage and culminates with a successful certification or third-party integration, to assure A-T customers the highest level of interoperability possible. In addition to identifying, developing and executing new strategic partnership opportunities for A-T, Markgraf will also be responsible for cultivating and maintaining relationships among A-T’s existing strategic partners, addressing challenges, communicating their needs, and creating overall synergy among the brands. Additionally he will work closely with Audio-Technica’s marketing department to develop key end-user programs designed to maximize A-T’s relationships with its strategic partners in their target markets.

Markgraf comes to A-T from Industrial Training Services, where his latest title was Director of Strategy & Client Success. He has experience in strategic planning, product development, and project management to align with long-term company goals and vision. He also has experience with digital media, graphic design, brand development, journalism and news directing. He holds degrees from Murray State University: a Master of Fine Arts in Creative Writing and a Bachelor of Science in Theatre.

For more information, please visit [www.audio-technica.com](https://www.audio-technica.com/en-us/commercial-audio).

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Photo file 1: MattMarkgraf.JPG

Photo caption 1: Matt Markgraf, Audio-Technica U.S. Strategic Partnership/Alliance Manager

With a rich history of delivering exceptional audio experiences, Audio-Technica is a trusted leader in the commercial audio industry. From wired microphones to advanced wireless systems, we offer a comprehensive portfolio of solutions that meet the unique needs of professionals in every audio application. Experience the Audio-Technica difference at <https://www.audio-technica.com/en-us/commercial-audio>.

*—For more information on the complete range of Audio-Technica products, contact Jamie Bobek, Audio-Technica U.S., Inc., 1221 Commerce Drive, Stow, OH 44224. Tel: (330) 686-2600; Fax: (330) 688-3752; Web:* [*www.audio-technica.com*](https://www.audio-technica.com/en-us/commercial-audio)