

For Immediate Release

## StormAudio appoints Olivier Thumerel as Managing Director

**Nantes - France, June 4th, 2018** – In line with its worldwide expansion strategy, France-based high-end immersive audio hardware supplier Immersive Audio Technologies (with its brand [StormAudio](#)) has appointed Olivier Thumerel as Managing Director of its worldwide operations, which includes the HQ in France, US subsidiary and Hong Kong Office.

Olivier will coordinate the continuous expansion of the StormAudio brand, and manage R&D, manufacturing, support operations and sales & marketing activities with a team of +20 experts in the industry, driving the growth of the leading company in its niche.

Olivier graduated from Paris Dauphine University and EDHEC Business School and has a strong experience in business development and international management. He joined the company beginning of 2018 and has worked closely with StormAudio founder Yves Trélohan to ensure a smooth management transition.



Olivier Thumerel : "I am excited by this new challenge to bring StormAudio to the next level. Our teams at StormAudio have an accumulated expertise in this industry of over 100 years and are constituted of great individuals who create a real spirit around the brand and its products, whilst servicing our customers. This team of experts and developers is the core of the company together with our proven customer service, and I will strongly rely on them for the future", stated Olivier.

"I'm very pleased that Olivier is taking up this role of Managing Director to drive the company's expansion. He has demonstrated the capability to grab the essence of the company, the market vision and the product line positioning", adds Yves Trélohan, StormAudio founder.

"Thanks to our-award winning Immersive Sound Processor product lines, combined with our strong team of experts, StormAudio is now a worldwide leader in its industry, with a distribution network across the globe. It is now time for me to step down from daily operations, but I remain fully committed to the success of StormAudio as shareholder and Strategic Advisor".



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### About StormAudio:

StormAudio delivers superior solutions in audio electronics with a clear focus on Immersive Sound, supporting all existing and future leading sound formats, such as Auro-3D®, Dolby Atmos® and DTS:X™. Designed for the most demanding customers, the products offer "best-in-class" performance, versatility, extreme reliability and the most advanced market features. The brand's products are available through a specialized distributor network worldwide, with a focus on customer services and technical support. The StormAudio line is designed and manufactured in France, and is the primary brand of the Immersive Audio Technologies Group. [stormaudio.com](http://stormaudio.com)