

May 7th, 2021

## STORMAUDIO EXPANDS ITS EMEA SALES FORCE

**StormAudio has announced a partnership with AV EMEA, the leading full-service business development company in the industry to accelerate its presence in the region.**

Nantes, France – StormAudio, a French team of passionate specialists in the conception and manufacturing of audio processors and amplifiers for high-end home theaters, extends its sales force by signing a strategic partnership with AV EMEA.

“This partnership is a great opportunity to continue accelerating our global growth”, comments Olivier Thumerel, StormAudio’s CEO. “Our revenues have tripled in the last 3 years but we are far from having addressed all potential markets and need to strengthen our efforts to be able to bring our offerings to more users around the world. With the help of AV EMEA we will be able to open new countries and be closer to our customers in many territories.”

AV EMEA is owned by three business partners – Martin Harding, Michael Kwetters, and Peter Schoon. Between them, they have over 50 years of International AV/CI industry experience, as well as extensive contacts and local knowledge of many of the varied markets within Europe, the Middle East, Africa and Asia. They are renowned for their professional business development and representation service across EMEA for a number of respected CI brands. The AV EMEA team will be bringing their experience, associations and market knowledge to support both current and prospective distributors and their customers to grow StormAudio’s business across the region. They will collaborate closely with StormAudio, including providing technical support and training in addition to market development for the regions. More can be found on [www.avemea.com](http://www.avemea.com)

### ABOUT STORMAUDIO

Immersive Audio Technologies designs and manufactures high-quality audio amplifiers and processors in France, globally distributed under its primary brand StormAudio. The passion to deliver superior audio electronics is what drives the company. With headquarters in France and worldwide presence through its US subsidiary and Hong Kong office, Immersive Audio Technologies aims to provide premium technical support to its customers from fit to finish, at every stage of a project.

Read more at [www.stormaudio.com](http://www.stormaudio.com)