



B-Tech Promotion

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B-Tech AV Mounts

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B-Tech AV Mounts Expands Sales Team to 35 Members Across USA

Brea, CA., June 9th, 2021 — B-Tech AV Mounts, an award-winning designer, manufacturer, and distributor of professional audio-visual mounting solutions for flat panel displays, video walls, digital signage, and projection, is pleased to announce an expansion of sales staff for the United States with the addition of two experienced Account Managers and forming new partnerships with seven audio-visual Manufacturer's Representative Firms.

With the appointment of Tiffany Dozier as the Vice President of Sales in early May, the team has wasted no time in getting two internal sales representatives to help with the expected demand for B-Tech solutions. "Having a concrete team of excited professionals was something I was eager to get started with immediately after taking this role. My philosophy has always been aligned with the brand's stance on bringing the highest quality service from a brand that covers so much on a global scale."

The first addition to the B-Tech team is Irene Zuniga who will take the position of Eastern US Inside Sales Representative. In her role, Irene will focus on generating sales and coordinating with partners in the Midwest, Northeast, and Southeast. Irene brings seven years of experience from the world of commercial mounting.

The second internal addition to the B-Tech team is Joan Iem who will take the position of Western US Inside Sales Representative. Joan has familiarity with the role already after spending 12 years working with some of the top integrators and architects in Pro AV. When asked about what both new members bring to the team, Tiffany Dozier responded, "Joan and Irene have always had a knack for developing positive experiences when working with customers. Some of the best feedback in client interactions comes from their passion for providing excellent service."

Alongside Irene and Joan, B-Tech is also happy to announce the addition of seven regional manufacturer's representative firms which will help extend the B-Tech brand to new and existing customers. Across the seven firms, there will be approximately 35 new brand champions which will be advocating the product lines and capabilities that B-Tech can bring to integrators, architects, and designers. The newly added representative firms are as follows.

- Audio Geer, Inc
- The Farm AV
- Momentum Group
- Visitec
- Pro Video & Sound
- Lienau AV Associates
- HWPCO
- Mainline Marketing
- PMP Marketing, INC.



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The combined effort from both Joan, Irene, and the representative firms all encompass the major push into the US market. "With a growing market presence in several key geographic regions across the globe, this was the perfect time to invest into a market that was strongly in need of our mounting solutions. We feel strongly about the new team members and partnerships in place and are looking forward to extending the global reach and service of our brand to customers and clients in need of quality mounting solutions." says Matt Bennett, CEO and President of B-Tech.

For more information on B-Tech AV Mounts, please reach out to tdozier@btechavmounts.com

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About B-Tech AV Mounts

Established in London in 1972, B-Tech AV Mounts is an industry leading brand of professional AV mounting solutions. They are recognized worldwide for their reliability, durability, ease of install, and design aesthetics. With international offices and distribution centers, B-Tech provides customer support that combines all the benefits of a global organization with the focused, dedicated approach of a personal, localized service. B-Tech mounting products cover all professional audio and video applications to create an amazing and immersive experience.

For more information visit www.btechavmounts.com