

MAY 2015

# AVL ASIA



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# Outline names Luca Giaroli Business Development Manager

***Outline s.r.l., a leading European manufacturer of premier professional loudspeaker systems has announced the appointment of Luca Giaroli to the position of Business Development Manager.***

An accomplished and skilled marketing manager, Luca also possesses the engineering, technical expertise, and practical experience that will focus his energy on expanding the company's global presence on all levels. He will be responsible for building sales, imaging and branding, as well as field training and education initiatives for all of Outline's professional sound reinforcement programs, and will report directly to the company's Board of Directors.

"My mission here is simple, although challenging – I will be hitting the road to meet with our distributors; engage current and new customers; speak with sound engineers and technicians; organize demos and high profile events to showcase our proprietary technologies; spend time with friends and fans of Outline to gain new perspectives and insights; and assess our competitors – in order to identify how we can further enhance and elevate Outline's market presence; position; and performance." - states Giaroli.

"This company has both a legacy and solid foundation built over its 42 history; and a rich and bright future with enormous potential ahead, as the next generation within the company moves into position to lead the charge", he added.



Outline's CEO Giorgio Biffi states: "Luca is an excellent addition to our team, bringing to us his broad range of skill and experience. Luca will pursue, enhance, and strengthen our relationships with existing clients; while exploring, identifying, and capitalizing upon new opportunities for market expansion. He will also share his experience and knowledge with our R&D department, management group, and the wider staff complement, helping us all to further enhance and exploit our skill sets."

**Outline**

[www.outline.it](http://www.outline.it)