

FOR IMMEDIATE RELEASE



Keyes to Head MISCO Sales & Marketing

August 31, 2017 Minneapolis, MN – MISCO is pleased to announce, Karl Keyes has now joined their sales marketing group to serve in the role of Sales and Marketing Manager. Mr. Keyes has over 35 years' experience in sales and marketing of audio transducers and related components. His vast experience has produced a skill set uniquely suited to lead sales and marketing at MISCO. Karl is well known in the speaker industry and has served three (3) years on the Board of Directors for ALMA (Association of Loudspeaker Manufacturing and Acoustics.)

Remarking on the hire, MISCO CEO, Dan Digre enthused – “All of us at MISCO are very excited that Karl has joined our team”. In recent years MISCO has aggressively invested in resources to modernize and establish MISCO as a world-class speaker development house to support the demanding needs of OEM customers. The 2015 acquisition of Warkwyn Labs expanded the strategy to include leading edge test, verification and design support for audio products designers and brands. Last year the Oaktron brand was acquired to expand MISCO’s position in the special applications area. Digre noted, “I’m looking forward to have Karl help lead our sales and marketing efforts. Working with our Sales Engineer, Tom James, Chief Engineer, Rich Field and his talented team, along with access to the resources of Warkwyn, I’m confident Karl will play a key role in our effort to make MISCO a leading innovator of speakers and audio systems”. Karl shared, “as an audio enthusiast and DIY speaker builder, audio is not only my profession, it is my passion. I’m excited to work with people that share that same passion. Having access to the best of tools, and working with an extremely talented team, is a dream come true.”

MISCO was founded in 1949 as Minneapolis Speaker Reconing Company. Today, as a second-generation American manufacturer, MISCO designs and manufactures speakers and audio sub-assemblies for OEM customers worldwide from its ISO 9001 registered factories in Minnesota and Dongguan China. MISCO's speakers and audio solutions are utilized in applications ranging from aerospace to audiophile grade consumer products. With a deep history, forward-looking management, US based engineering and world-class manufacturing; MISCO is uniquely suited to globally support OEM customers.

<http://www.miscospeakers.com>