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Link to Image: [Heinrich Mester](#)

Atlona Welcomes Heinrich Mester as Regional Sales Manager for German and Austrian Markets

AV and IT Professional expands sales team for increasingly busy DACH region

SAN JOSE, California, May 18, 2023 – [Atlona](#), a Panduit company, has bolstered its EMEA sales team to support an increasingly busy DACH region. Effective immediately, Heinrich Mester will serve as Regional Sales Manager role for Austria and the south of Germany. He reports to Atlona Senior Sales Manager Kai Ellingsen, who oversees the DACH Region.

An AV industry veteran, Mester brings nearly two decades of sales management experience to his role at Atlona, which includes similar roles at Kramer, Creston, and AMX. Mester's vast experience with control, conferencing, and collaboration technologies assures that he can communicate the value of Atlona's solutions to a broad range of customers, including integrators, consultants and end users. He sees strong opportunity for Atlona's Velocity AV Control and OmniStream AV over IP solutions in the region, emphasizing that each brings a unique set of capabilities to Atlona's corporate and education customers.

"The education market in Germany is thriving as there is a substantial spending initiative to rapidly digitize schools and universities," said Mester. "The corporate vertical is also interesting, with notable opportunities taking shape in different sectors. I look forward to demonstrating the power of leveraging IP networks for routing, distribution and control, while also raising visibility to Atlona's more recent BYOD and BYOM solutions. Their product lineup delivers a valuable combination to support emerging customer needs."

Thorsten Goecke, Business Director, EMEA, shares that Mester excels at clearly communicating the tangible benefits of technology innovations, particularly when it comes to networked solutions. That will provide value for new customers less familiar with the brand, while also helping Atlona fortify relationships with long-term partners and end users.



“Heinrich’s addition to our EMEA sales team is a positive for Atlona and our customers in the DACH region,” said Goecke. “His knowledge of the German and Austrian business markets is deep, as his experience working with strong AV brands. With Heinrich and Kai leading our sales and business development vision throughout the region, Atlona’s regional growth is in excellent hands moving forward.”

About Atlona

Atlona, a Panduit company, is a leading manufacturer of AV distribution, AV over IP, collaboration, and control solutions. Our core brand vision is to improve technology for the sharing of ideas, through innovative AV products used every day in a wide variety of commercial and educational applications. Atlona prioritizes quality, user experience, simplicity, and management in every product we develop. More information about Atlona is available at atlona.com.

About Panduit

Global connectivity leader Panduit Corp. creates innovative electrical and network infrastructure solutions for applications across the enterprise. Headquartered in Tinley Park, Ill. and operating in 112 worldwide locations, Panduit’s technology leadership and robust ecosystem help support, sustain, and empower business growth in a connected world. panduit.com

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