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Link to Image: [John Watts](#)

John Watts Joins Atlona as Regional Sales Manager

With strong experience in all aspects of audio-visual technology and applications, John will serve and support Atlona commercial AV customers in four southern states

SAN JOSE, Calif., February 1, 2018 – AV collaboration and control leader [Atlona](#) has appointed John Watts as the company’s new Regional Sales Manager, Commercial, effective immediately. Reporting to Atlona National Sales Manager Amelia Vrabel, John will use his lifelong professional experience and personal interest in all things AV to provide product and design information, sales customization/execution, and post-sales support to Atlona customers and distributors in the Texas, Oklahoma, Louisiana, and Arkansas (TOLA) region.

John’s professional AV career began after college, when he joined a small systems integration company named Revelation Sound, with a focus on live sound and projection systems in houses of worship. His early systems integration experience paved the way for subsequent sales and project management roles at regional AV firms before co-founding Digital Southwest, a systems integration company based near Dallas, Texas. His leadership helped to grow the company from two employees to 25, and attracted household names as clients such as AT&T, MCI Communications, and Texas Instruments. Upon selling the company in 2008, John joined AMX, serving in various executive positions including Distribution Channel Manager.

John’s experience across sales and support, systems integration and executive management ideally positions him for success at Atlona, which he notes is in “an excellent position to grow” based on the company’s product portfolio and customer-first reputation.

“Atlona is very much ahead of the curve with managing 4K and UHD signals, including over IP networks with products like OmniStream,” he said. “And with the release of Velocity, Atlona is at the top end of AV over IP and networked control from a performance standpoint. And since Atlona remains a nimble organization in the way it is structured, we can be far more agile than some of our competition in the way we respond to our customers’ needs. I’m excited to play a role in that success moving forward.”

Global Headquarters

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About Atlona

Celebrating 15 years of innovation, Atlona is a leading global manufacturer of AV and IT distribution and connectivity solutions based in the Silicon Valley, USA. In an ever-changing industry, the company has been designing and engineering innovative, award-winning products for a diverse range of residential and commercial AV and IT markets, including education, business, government, entertainment, and healthcare.

Atlona's products and services enable system designers, integrators, consultants, and installers worldwide to simplify installation, minimize maintenance and maximize the versatility of premier automated control solutions. Atlona's customer-driven products are designed and developed with the features, performance and reliability that leaders demand. More information about Atlona is available at <https://atlona.com/>. Follow Atlona on Twitter at @Atlona.

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