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Link to Image: [Kathryn Cordina](#)

Atlona Expands Business Development Team with Industry Veteran Kathryn Cordina

Latest hire will leverage extensive AV market experience to forge relationships and develop new opportunities for company's forward-looking innovations

SAN JOSE, Calif., October 25, 2018 – Continuing to add experienced talent to address accelerating growth, AV collaboration and control leader [Atlona](#) has hired Kathryn Cordina as Business Development Manager for the western United States. Reporting to Director of Business Development and Strategic Alliances Michael Crisci, Cordina is responsible for building and strengthening relationships and partnerships to cultivate business opportunities in the region, with an emphasis on forward-looking innovations such as the award-winning OmniStream™ AV over IP platform.

Cordina's experience in the AV industry began more than two decades ago with her first of two stints in progressively senior sales roles at AMX. She most recently served as a Business Development Manager at Barco, and has also worked on the channel side of the business as a Regional Sales Manager for manufacturers' representative firm Sapphire Marketing. She will continue to be based in the Dallas, Texas area.

Cordina highlights Atlona's leadership in embracing the full potential of the convergence of AV and IT as attracting her to the company. "Having worked in the AV industry for a long time, I've experienced many technology transitions, including the shifts from analog to digital and from SD to HD," she said. "The move to AV over IP is even more significant, as it changes the conversation away from just focusing on hardware towards agile solutions that truly work within the networking world to enhance enterprises.

In addition to enabling new flexibility and efficiencies, Cordina adds that convergence also creates new opportunities for customers, vendors and integrators, such as the incorporation of AV-driven elements into education to motivate and engage students.

Global Headquarters

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“While many in the AV industry are still focused on selling boxes, Atlona is on the cutting edge of looking at the future of AV from the network perspective,” said Cordina. “I’m excited to help them bring that vision to the market.”

“Kathryn’s AV experience and dedication to customer service have helped her build strong, trusted relationships in the industry, and will be valuable assets for Atlona as we continue to expand our market share and develop new opportunities for our innovations,” said Crisci. “We’re pleased to welcome her to the team.”

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. Backed by an award-winning 10-year warranty, 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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