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Link to Image: [Kai Ellingsen](#)

Atlona Appoints Kai Ellingsen to Newly Created Senior Sales Manager Position in DACH Region

Industry veteran will boost outreach across customer base in Germany, Austria and Switzerland, with an eye on aligning sales strategies with industry trends

ZURICH, Switzerland, March 20, 2018 – AV collaboration and control leader [Atlona](#) has strengthened its Central European sales team with the appointment of industry veteran Kai Ellingsen as Senior Sales Manager, DACH. Reporting to Thorsten Goecke, Atlona’s Director of Business Development EMEA, Commercial, Kai will leverage his broad industry expertise to support sales initiatives and increase visibility for Atlona across Germany, Austria and Switzerland.

Kai’s career path over the past 15 years includes key sales and business development roles with distributors and systems integrators serving the commercial AV industry, including Kindermann, an AV systems distributor and manufacturer of mounts and lift systems based in Germany. His experience working with household name brands like Sony and Panasonic, and customizing complete integrated solutions for large-scale projects, ideally positions Kai for success at a company that is experiencing rapid growth worldwide.

“Atlona’s strengths in balancing price and performance, along with their very recent innovations in networked control and AV over IP, have arrived for our industry at exactly the right time,” said Ellingsen. “My experience on the distribution and systems integration side have left me with a broad understanding of the business and technical challenges in the design and installation of affordable, scalable and futureproof solutions for their end customers across the DACH region. Atlona solutions such as OmniStream and Velocity remove many of the restrictions of similar solutions of similar solutions that limit flexibility around those points.

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These and other Atlona solutions are clearly on the leading edge of industry trends, yet remain cost-efficient and easy to install, scale and use.”

Kai also believes that Atlona’s strengths in training and education initiatives are made more appealing through the flexible options offered to customers and attendees. This includes an upcoming training in Hamburg, Germany that expects to attract more than 25 systems integrators in the region.

“Whereas many suppliers centralize all training and education to their factories, Atlona offers regional classes and the Atlona Academy for online education in addition to trainings at their International headquarters in Zurich,” said Ellingsen. “This is another way we are putting our customers first, and getting the word out about Atlona, our products and our services.”

About Atlona

Atlona is a leading global manufacturer of AV and IT distribution and connectivity solutions. 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 industry-exclusive 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 <http://www.atlona.com>. Follow Atlona on Twitter at @Atlona.

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