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Link to Image: [Bruce Moses](#)  
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## **Atlona Amplifies North America Sales Team**

*New National and Regional Sales Managers collectively bring four decades of AV industry experience to the company*

SAN JOSE, Calif., June 6, 2017 – [Atlona](#) continues to broaden its sales reach throughout North America to keep pace with customer growth, and a rapidly changing business environment driven by an influx of disruptive technologies. Joining the company effective immediately are Bruce Moses as National Sales Manager, Western Region; and Nicki Kupecz as Regional Sales Manager, serving Arkansas, Louisiana, Oklahoma and Texas.

Based in Seattle and reporting to Atlona CEO and Co-Founder Ilya Khayn, Bruce brings nearly 25 years of experience to the company. His experience includes 17 years in AV systems integration as a principal at Wire Ways/Premier Technology Group, and six years at Crestron as a regional sales manager.

“My experience in the systems integration side of the business provides me with an acute understanding of the challenges integrators face in providing complete, interoperable systems for their customers,” said Moses. “These challenges are magnified as the industry transitions to IP and the cloud. Atlona is addressing these with a true solutions-based approach that bring functional products and applications together.”

Based in Austin, Texas and reporting to Atlona National Sales Manager Amelia Vrabel, Nicki’s 15 years of industry experience also crosses manufacturing and systems integration. She most recently spent seven years at The Whitlock Group as a key account executive, where she routinely surpassed sales goals by as much as 250 percent. Her experience working with enterprise-scale clients in education, corporate and government at Whitlock and manufacturer Spectrum Industries ideally prepares her for success across Atlona’s key business verticals.

“The AV industry is shifting, and conference rooms are less about the wow factor and more focused on simplified solutions and ease of use for end users,” said Kupecz. “Atlona is clearly on

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the leading edge of this trend, having proven their leadership in HDBaseT solutions and now bringing game-changing solutions like the OmniStream AV over IP family and the Velocity cloud-based control system to market. Atlona was also among the first companies to recognize the value of soft codec conferencing with the rise of huddle spaces, and the AT-UHD-HDVS-300 series offers a perfect solution for customers moving away from more traditional and expensive videoconferencing systems. These are disruptive solutions coming to market at a time when the AV industry is ready for disruption.”

Bruce and Nicki will join Atlona next week at InfoComm 2017 at the Orange County Convention Center in Orlando, where the company will demonstrate OmniStream, Velocity and the AT-UHD-HDVS-300 soft codec conferencing system among several new products at Booth 3961. The show runs Wednesday through Friday.

### **About Atlona**

Atlona is a leading global provider 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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