



The Stanton Group Announces Two Additions To Its Worldwide Sales Team: Andrew Duafala, Director, Key Accounts & Jean van Doorslaer, Regional Sales Manager EMEA
New Appointments Strengthens Stanton's Domestic and International Sales Organizations

DEERFIELD BEACH, FL – March 3, 2011 – The Stanton Group (KRK Systems, Cerwin Vega, & Stanton DJ), is pleased to announce the appointment of two new key personnel: Andrew Duafala to the U.S. team as Director, Key Accounts and Jean van Doorslaer to the international sales team as Regional Sales Manager EMEA.

In this newly created position Andrew Duafala, will be responsible for leading The Stanton Group's national U.S. resellers, including Guitar Center Enterprises and Best Buy, and will work closely with the Domestic Sales Organization on national promotions and product sell-through. A 15+ year veteran of the music and sound industry, Duafala has extensive experience in MI sales, marketing and training. He recently served as Vice President of Global Channel Sales at Euphonix, and previously as International Sales Manager for E-MU Systems. Duafala will report to CEO, Timothy Dorwart.

Jean van Doorslaer, who also assumes a newly created position, will handle sales and channel relationships with all of Stanton Group's selling partners in the EMEA regions of Eastern and Southern Europe, Middle-East and North Africa. With extensive experience in B2B and B2C sales, van Doorslaer's expertise also encompasses business management in the event and trade show field. In addition to being a mobile DJ for many years, he's been actively selling Stanton and CV PRO lines in Belgium and Luxemburg through former distributor, EVDV. van Doorslaer will be based in Stanton's Brussels office and will report to Senior Director of Worldwide Sales, Steve Van Laere.

“The Stanton Group is moving quickly to support our growing sales. These key personnel additions, in conjunction with recent internal promotions, improve our worldwide sales organization,” offered Dorwart, “and we are very excited to announce these new additions to our domestic and international sales teams. In the U.S. market, bringing on Andrew Duafala will significantly drive our strategic sales with our key accounts and help manage our initiatives and promotions with these customers.