

AUTONOMIC ADDS DIRECTOR OF SALES, WESTERN REGION

Armonk, NY. January 20, 2015 – Autonomic, makers of the finest whole-house music systems, has announced the addition of Krista Bergman-Haughey as Director of Sales, Western Region. Bergman-Haughey has been immersed in the consumer and commercial electronics markets for over 20 years.

Based out of Orange County, CA, Bergman-Haughey will be responsible for the Rocky Mountain region along with the western states of the US. Her role will include establishing and maintaining a carefully selected network of integrators that can effectively represent Autonomic's best-in-class Mirage Music Players, multi-zone amplifiers and accessories to discerning clients. She will be working directly with and reporting to Autonomic's Director of Global Sales, Aaron Chisena. "I have had experience working with all aspects of the channel—from the smallest integrators to regional and national accounts along with distributors, independent reps, wholesalers and retailers," explained Bergman-Haughey. "I am looking forward to leveraging my passionate and tenacious approach on behalf of established Autonomic dealers as well new prospects in this vital territory."

As a first step in her new role, Bergman-Haughey is gaining familiarity with every critical facet of the Autonomic brand, products and services. "We have high expectations for Krista based on her successful track record in the consumer and commercial market segments," stated Aaron Chisena. "We anticipate establishing new relationships with key accounts and increasing brand visibility for Autonomic in the region," Chisena added.

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Autonomic Controls, Inc. (www.autonomic-controls.com) introduced the world's first cloud-based media server, making audio and video consumption more reliable, easy and fulfilling. Exclusively engineered for control system integration, Autonomic products have become the standard for converging content for multi-room distribution from the most popular sources, such as iTunes, Windows Media, PANDORA® internet radio, Rhapsody®, TuneIn Radio, SiriusXM Internet Radio, Slacker, Napster, TIDAL, Deezer and Spotify.