

**FOR IMMEDIATE RELEASE**

## **James Loudspeaker™ Appoints Keith Parke as National Sales Director**

**Napa, CA, January 12<sup>th</sup>, 2017** – James Loudspeaker ([www.jamesloudspeaker.com](http://www.jamesloudspeaker.com)), designers and manufacturers of the highest quality décor-friendly entertainment products for both residential and commercial applications, has appointed Keith Parke as National Sales Director covering US and Canada. Parke, a former principal at Southeastern Sales & Associates, represented the James Loudspeaker line for over ten years. Parke will be based out of Nashville, TN.

Parke’s responsibilities will include interfacing with independent reps throughout the US and Canada, leveraging his experience with the brand to help the sales channel differentiate the James product line from competitive products. Parke will also be creating useful sales tools and a monthly newsletter to support dealer/integrators, traveling through all territories to both meet key accounts as well as new prospects. “I worked with the James Loudspeaker brand for many years and not to take anything away from the wonderful manufacturers I have represented, James has always offered the most compelling array of products and customized solutions for integrators—this really is my favorite brand and now I get to work for them,” said Parke.

“In order to accommodate the significant growth of the James Loudspeaker brand and best serve our growing base of professional integrators, I felt it was time to expand the sales team by adding a seasoned professional with a passion for our product line,” explained James Loudspeaker CEO Mark Schafle. “I am excited to add Keith Parke to our team and I am confident that the entire sales channel will benefit from his depth of knowledge, experience and drive.”

Keith Parke and be reached at: [keith@jamesloudspeaker.com](mailto:keith@jamesloudspeaker.com) / 707-364-6684

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**About James Loudspeaker:** James Loudspeaker™ designs and manufactures high-performance speakers for residential and commercial applications. James offers a vast array of architectural speakers along with built-to-suit solutions that minimize visual presence while delivering the finest sound quality for indoor, outdoor and marine audio systems. Engineered and manufactured in Napa, CA since 1999, James Loudspeaker products are sold and installed through the finest custom integration specialists worldwide. [www.jamesloudspeaker.com](http://www.jamesloudspeaker.com)

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