**d&b announces new advisory board to develop strategic growth**

Backnang, Germany 11.08.2016. Leading loudspeaker manufacturer, d&b audiotechnik, has announced the creation of a new advisory board which has been appointed to support the strategy implementation process at d&b. Areas of focus include the continuation of the internationalization process; strengthening of the segment strategy with particular attention devoted to installed applications; and structural company development on the growth trajectory path.

d&b has appointed a number of high caliber professionals from both inside and outside the industry to form the new advisory board.

Occupying the role of chairman and supporting the overall company strategy development and implementation is Dr. Rolf Hagemann, ex-CFO and deputy CEO of Media-Saturn, Europe’s leading consumer electronics retailer. Prior to this, Hagemann spent 12 years with BMW AG in a number of top management positions, including his final role as CFO and Executive Vice President of BMW North America.

Joining Hagemann on the board are Paul Whiting, former President of Global Sales of Sennheiser and member of the Sennheiser Executive Committee, and David Claringbold, former Director of the Sydney Opera House. Whiting and Claringbold are both well-known and highly regarded industry experts with a strong footprint in the PA market. Whiting, with his compelling background in global sales, will support d&b with its go-to-market and globalization strategy as part of d&b’s continuing internationalization, whilst Claringbold will be drawing on his experience at the Sydney Opera House where he implemented sweeping changes and major technical upgrades to drive significant revenue growth. Claringbold will support d&b in further developing its segment strategy with a particular focus on the installation market.

d&b CEO Amnon Harman says: “The wealth of experience at every level of business operation contained within the new advisory board is a huge resource for us. Individually, they are all remarkable businessmen with exemplary careers and an impressive list of achievements to their name. Collectively their experience is just staggering, and I am very proud that they have chosen to share it with d&b. The advisory board’s support will strengthen our strategic development and ensure that we are optimally positioned for future growth. The entire d&b management team is very much looking forward to the collaboration.” New advisory board chairman Rolf Hagemann supplemented: “With their passion and their commitment the management and the employees have put d&b in an outstanding position in the marketplace and have achieved a tremendous business success over the years. The whole advisory board is delighted to support the management team to continue the success story and steer the company into a new dimension.”

Press contact

Adele Phillips, Phone: +44 1453 837210, E-mail: [adele.phillips@dbaudio.com](mailto:Sara.Sowah@dbaudio.com)

About d&b audiotechnik: d&b operates internationally in the field of electroacoustics as a manufacturer of loudspeaker systems and electronics for high quality speech and music reproduction or sound reinforcement in public places. d&b is regarded as one of the leading companies in this market on the basis of its technological developments, system integration principles, quality of construction, and standard of service. The company, with a workforce of about 400, has branch offices worldwide. The company headquarters are in Backnang near Stuttgart, Germany. Research and development as well as production are accommodated there. [www.dbaudio.com](file:///\\psf\Home\Desktop\new%20templates\www.dbaudio.com)