



Professional A/V

For Release: Immediate

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Roland Professional A/V Expands Team with New Appointments

Company bolsters its commitment to the professional A/V market with the addition of seasoned professionals to its management team

Los Angeles, CA, September 5, 2018 – Roland Professional A/V announces two new appointments of key personnel: Lon Mass as Director of Pro A/V, and Alan Ruppert as National Sales Manager – Pro A/V. Both Mass and Ruppert will be based in New York. The announcement was made by Tony Price, Roland Corp. U.S. Vice President of Sales, and represents Roland’s continued expansion in the pro A/V market sector.

In his position as Director of Pro A/V, Lon Mass will be reporting to Tony Price. Mass is an experienced sales, marketing, and executive manager and has been involved in the broadcast, corporate, dealer and distributor sectors for A/V, video, and display sales vertical markets throughout his career in the professional electronics industry. His former sales and management positions have been with Sony Broadcast and Professional Products Company, NEC Display Solutions and most recently JVC Professional Video. Mass is known in the industry for his skill at forging relationships with customers and his ability to manage cross-corporate partnering relationships with manufacturers in the Broadcast and Professional Video industry.

As National Sales Manager – Pro A/V, Alan Ruppert will be working closely with and reporting to Mass. Ruppert has worked in the Professional Video Industry for nearly 27 years. His most recent position was the Director of Sales for Key Accounts at JVCKenwood. Ruppert was employed at JVCKenwood for over 12 years and directly managed JVC Professional’s Key Dealer Accounts, Distributors and Customers. In previous roles at JVC, Alan had worked as a Sales Engineer, District Sales Manager and Director of Broadcast Sales.

Tony Price, Roland Corp. U.S. Vice President of Sales, stated, “Both Lon and Alan have robust backgrounds in professional A/V and have worked for and with some of the biggest names in the industry. These are high-level executives, and we look forward to their contributions to the growth of Roland’s Pro A/V division in the marketplace.”

To learn more, visit <http://proav.roland.com/>.

About Roland Professional A/V

Roland's professional A/V division is dedicated to providing solutions in support of audio and video professionals demanding excellence in both performance and functionality. Through the development and support of video and audio products, we endeavor to improve workflow and maximize creative possibilities in a variety of markets including [Broadcast](#), [Corporate](#), [Education](#), [Legal](#), [Live Production](#), [Sports](#), [Theater](#), [Theme Park](#), [Videography](#), [Visual Performance](#), and [Worship](#). Roland is headquartered in Los Angeles, California. For more information: <http://proav.roland.com>.