



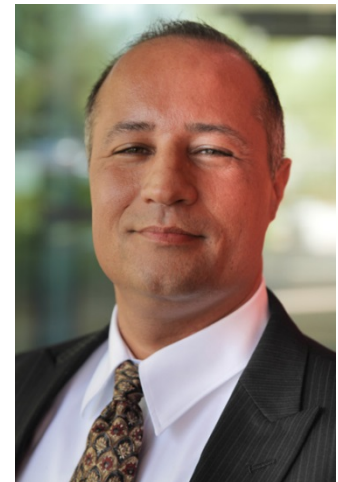
CONTACT:

Lane Shannon
AMX Worldwide Public Relations
+1.469.624.6569
pr@amx.com

FOR IMMEDIATE RELEASE

AMX Hires Scott Bahr as New Head of Global Sales

RICHARDSON, Texas – October 3, 2013 - [AMX®](#) is pleased to announce that Scott Bahr has joined the Company as Executive Vice President, Global Sales effective October 1. Mr. Bahr comes to AMX from Nokia where he held a number of senior sales executive posts, mostly recently as General Manager of Global Channel Sales. Prior to Nokia, Mr. Bahr had a highly successful tenure at Dell Computer where he led sales, business development, and channel management teams in several distinct business units. As Executive Vice President, Global Sales, Mr. Bahr will report to Rashid Skaf, AMX President and CEO and will assume oversight of AMX sales operations within the United States and all markets outside the U.S., which previously had been managed independently.



“We are excited to welcome Scott to AMX and pleased to be able to add someone with his experience and credentials,” said Mr. Skaf. “His demonstrated success building and leading outstanding sales organizations for industry leaders like Dell and Nokia will help continue our growth and strengthen our ability to serve our customers around the globe. His deep and diverse experience selling through indirect distribution and dealer networks, direct to global enterprises; and direct to commercial customers is tremendously valuable to AMX as we expand to leverage all channels through which our customers wish to buy.”

“I am thrilled to be joining AMX and eager to begin work,” commented Mr. Bahr. “AMX has a history of global leadership in innovation and customer service. Its products are widely acknowledged as

(more)

setting the standard by which all others are compared. This technology strength is complemented by a unique culture and group of employees dedicated to customer satisfaction. I look forward to leveraging these strengths to greatly expand AMX global market share by focusing on superior solutions for our customers.”

Reporting to Scott will be Niclas Brattberg, Vice President, Middle East & Asia Pacific Sales; Kevin Morrison, Managing Director & Vice President Europe; Kevin Bowyer, Vice President US Sales; Michael Peveler, Vice President Education Sales; Debbie Franklin, Vice President Strategic Sales; and Mark Stoldt, Vice President Services and Sales Operations. Michael Olinger, Senior Vice President, International Sales, who currently manages international sales and operations will gradually transition these responsibilities to Mr. Bahr and serve as an advisor on global sales structure and strategy. Once this work is completed, Mr. Olinger has announced his plan to retire from AMX after an extraordinary 20 year career during which time he has planned and launched AMX international sales operations, growing them from, essentially zero, to now more than 50% of company revenues. “Our ability to consider ourselves a truly global company is owed in no small part to Michael’s tireless efforts,” continued Mr. Skaf. “He represents the best of what makes AMX special.”

- [Download a high resolution image of Mr. Bahr](#)
- [Download this Press Release as a PDF file](#)

- ### -

About AMX

AMX hardware and software solutions simplify the implementation, maintenance, and use of technology to create effective environments. With the increasing number of technologies and operating platforms at work and home, AMX solves the complexity of managing this technology with reliable, consistent and scalable systems. Our award-winning products span control and automation, system-wide switching and audio/video signal distribution, digital signage and technology management. They are implemented worldwide in conference rooms, homes, classrooms, network operation / command centers, hotels, entertainment venues, broadcast facilities, among others.

AMX was founded in 1982 and is a member of The Duchossois Group of Companies. For more information, visit www.amx.com.

AMX is a trademark of AMX, LLC registered in the U.S. and other countries.