

Blue Microphones



Blue Microphones Hires John Maier to Lead Expansion

FOR IMMEDIATE RELEASE – August 21, 2009, LOS ANGELES

Blue Microphones, a leading innovator in microphone technology and design based in Westlake Village, Calif., has hired industry veteran John Maier (pictured) as Chief Executive Officer. Maier makes the move after nearly seven years as CEO of TC Group Americas, working with such brands as Tannoy, TC Electronic, Lab.gruppen, TC-Helicon, Dynaudio Acoustics and Linn Electronics.

Maier joins Blue with the charter of building on 15 years of success and recent exponential growth following the company's acquisition last year by private equity firm Transom Capital Group. In addition to Blue's well established pro audio product line, Maier will oversee the company's growing consumer electronics product lines, as well as its entry into new markets.

"While recent efforts to strengthen our infrastructure and accelerate product development have really grown the business over the past year, we think we're just scratching the surface," says Russ Roenick, director at Transom Capital Group. "Now is the perfect time for someone with John's experience and know-how to capitalize on the work we've done and lead our growth going forward."

Maier brings extensive audio industry experience and success to his new position. In addition to his time with TC Group Americas, he has spent time in the retail side of the industry as the pro audio buyer for Guitar Center, the MI industry's largest retail chain, and gained valuable sales and marketing experience in directorial positions at Alesis Electronics and Sound Marketing. Maier holds a business management degree from California Lutheran University in Thousand Oaks, Calif., where he graduated with honors.

"It's been exciting to watch Blue's growth and innovation over the years," Maier says. "I'm looking forward to the challenge of leading the company through this next phase of growth."

Maier will be based in Blue Microphone's headquarters in Westlake Village, Calif.

For more information, visit www.bluemic.com.