

Acustica Beyma Makes Managerial Changes

Acustica Beyma, a Spain-based manufacturer of pro and car audio drivers, has announced the following changes within its senior management. Jorge Serrano, current Product Manager, has been promoted to the position of Director of Research and Development.

In his new role, Serrano will continue to define the Acustica Beyma products portfolio, support the commercial structures, and oversee all development department projects. Serrano will oversee the R&D department to align its actions with market and company requirements to ensure the role of Acustica Beyma as a global leading-edge company within the electroacoustic field.

Pedro Enguidanos, current Key Account Manager, will add the role of Director of Operations to his duties. Enguidanos will use his knowledge to further enhance the manufacture and logistic departments. His extensive experience will enable better alignment of essential business processes with the growing needs of the market. Serrano and Enguidanos are also members of the Board of Directors.

Pablo Galvez was appointed new Quality Manager. His main function is to satisfy customer needs and expectations as well as monitor and advise on the performance of the quality management system

According to Jose Masip, president of Acustica



Photo 4: Beyma Acustica has made some managerial changes. Pictured (left to right) are Jorge Serrano, the new R&D director, Pedro Enguidanos, the new director of operations, and Pablo Galvez, quality manager.

Beyma, "With these staff movements, Acustica Beyma places persons with extensive market experience in key positions of our company, so we get a 'better synchronization' of the entire organization with a growing global market which increasingly requires a more flexible and customized products and services." For more information, visit www.beyma.com. *VC*