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## **Gonzalo Herranz Gutierrez joins Avolites as Senior Product Specialist**

The growing Avolites team is delighted to welcome aboard Gonzalo Herranz Gutierrez as a senior product specialist, who will be based in Madrid, Spain, and will be providing comprehensive support related services to Avolites customers and distributors focusing on Europe and Latin America including training new users and their own sales and support staff.

Avolites MD Paul Wong stated, "We've worked with Gonzalo for many years and are absolutely thrilled he's joining the Avolites global team.

"He brings long lasting relationships, a strong knowledge of the market, and an in-depth knowledge of both Avolites lighting and media products, all of which will be key to helping us continue to grow our international footprint with a specific focus on Europe and South America."

Gonzalo commented, "I LOVE the Avolites brand! The team is amazing and the traditionally people-focused attitude to business means they stay close to the customers and those all-important grass roots connections. I completely believe in the quality of Avolites products and company philosophy in general. I am delighted to be part of the Avolites universe!"

Gonzalo is a specialist in electronics maintenance and repair and is known for taking the initiative and sometimes finding his own inventive solutions. He believes that the ability to think laterally and creatively as necessary when tackling issues is a great bonus, and there are no 'problems' on his event horizon, they are all challenges!

He has loved electronic devices since a child, and all his studies were based on sound, lighting, and video. His first industry experiences were 20 or so years ago, initially when still a student and also working for an audio rental company, as a studio recording technician and sometimes mixing live sound for a metal band, before going to work for Spanish sales company Stonex who distribute some major lighting brands. This is where his interest in lighting and visuals picked up.

He later moved to sales / distribution company Bofill & Asociados and the Avolites relationship started.

"Avolites is an internationally recognised brand, it's one of the top names in lighting control, and while the products are user-friendly and easy-to-learn, they are also complex professional tools that can be used to craft beautiful shows!" he noted.

After this, he joined distribution company EES as an Avolites trainer, co-ordinating support and maintenance, whilst also working with other brands inside of the company. Then it was back to Bofill when they started selling Avo products again, and most recently he worked as an import / export manager and lighting product specialist for Video Cine.

This rounded and varied experience makes him perfect for the new role at Avo. For Gonzalo, working directly for his favourite brand is "an absolute dream – I feel like a child in this moment with a lot to learn in the new role, but this is something I really look forward to."

He is also relishing sharing his extensive knowledge and experience about Avolites products with more people, illustrating the benefits and creativity that can be unlocked, and enjoying being an integral part of "one of the best teams and brands in the industry," he declares with characteristic zest.

Photo Credit: Louise Stickland

