

SEMINAR SPOTLIGHT

EXPANDING YOUR OEM INTEGRATION OPTIONS



Christian Venn

Christian Venn is a territory manager for AAMP Global, where he manages specialist and distribution channels in Georgia, South Carolina, and the Ohio Valley region. He began as a 16-year-old car audio enthusiast turned competitor in the late 1990's and eventually turned that passion into a career. His tenure at AAMP spans 14 years of his nearly 25 years of experience in the 12-volt industry. During that time he has been the recipient of several awards including Dealerscope Magazine's 40 Under 40 Award and AAMP of America's Fat Cat award and he's currently working on several MECP certifications. Christian lives in Georgia with his wife & 5 boys.

AAMPglobal.com



Integrating into the cars and original equipment can be tricky, so why not know? On one hand the cars are getting harder to work on and on the other this is a great opportunity for the dealer to get the customer with his installation and expertise. There are so many tools available today that could turn this into a big win, but dealers need to embrace reality and learn OEM integration or threaten to be dinosaurs. It's not just power and ground anymore. Computers, door chimes, On Star and a million more. Fear not, the education and the tools are there to differentiate you from the hacks and the internet. This category is a must have for future installers. Car audio is dead. Mobile Electronics though is thriving and is playing right into our hand.

Two knowledgeable people in the industry who are well versed with their companies into integration.

Could be a win for the good guys!!



Jeff Peters

Elettromedia-USA Sales Management

After his years at Arizona State University, Jeff turned his lifelong passion for audio into a career. He spent ten years in retail sales and custom home installation, before his transition to manufacturing and brand building through his various roles in National Sales and Marketing Management. High-end Car Audio brands with which he has been involved include:

- Rockford Fosgate
- Precision Power
- Xtant Technologies
- MB Quartz
- KICKER Car Audio

35 years of experience in the consumer electronics industry have given root to a successful sales and marketing philosophy.

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