



**Sennheiser strengthens global communication and collaboration experience by joining GPA**

**As a Global Partner, audio specialist demonstrates commitment to AV integrator network**

***Sydney, Australia, 21 July, 2021* – Sennheiser has joined GPA, a global organisation of audio, video and unified communications business units, who are committed to sharing best practices to guarantee the same excellent customer experience everywhere across the globe.**

As a Global Partner, Sennheiser will work closely with other GPA Business Units, actively sharing the company's industry knowledge and technical expertise to support GPA's mission of providing global business expertise that remains at the forefront of the industry, putting customers first.

"I am excited to welcome the Sennheiser organisation to our Global Partner Program, and thereby their international team to our GPA global community," said Byron Tarry, Managing Director of GPA. "With their longstanding commitment and reputation for audio technologies excellence, and an ever-expanding focus in solutions to enhance user experience within corporate meeting environments, it is very much a natural partnership. But most importantly, it is a partnership built upon a common culture and commitment to "better", to recognising we can learn and improve better together, and better support and enable our global customers together."

"By joining the GPA partner program, Sennheiser joins one of the world's largest AV organisations and an amazing group of talented professionals in the area of audiovisual integration. We look forward to sharing our best practices to enhance collaboration and to ensure ultimate user experience," said Charlie Jones, Global Alliance & Partnership Manager, Business Communication, at Sennheiser.



“Like GPA, we at Sennheiser continuously challenge the status quo in order to set innovative new paths for ourselves and the industry when it comes to producing solutions that allow people to seamlessly connect and collaborate with each other. We are thrilled to be working with GPA’s global network of likeminded individuals as one big team on further developing industry standards and support the delivery of quality products and services worldwide.”

### **About SENNHEISER**

Shaping the future of audio and creating unique sound experiences for customers – this aim unites Sennheiser employees and partners worldwide. The independent family company, which is managed in the third generation by Dr. Andreas Sennheiser and Daniel Sennheiser, is today one of the world’s leading manufacturers of headphones, loudspeakers, microphones and wireless transmission systems. In 2020, the Sennheiser Group generated turnover totaling €573.5 million. [www.sennheiser.com](http://www.sennheiser.com)

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### **About GPA**

GPA helps global enterprise organisations to think global, and act global, as they strive to create workplace that delivers an engaged workforce. Our goal is to inspire employees with collaboration tools and environments to share their knowledge and ideas and work together to perform at their best. With almost 4000 specialised AV/UC staff in 50+ countries, we deliver simple, scalable, and standardised collaboration technology solutions and services, driving business velocity and ultimately competitive market advantage for our customers. Specialisation in collaboration, a true global footprint, yet the localised operational infrastructure and cultural awareness critical to local stakeholder adoption and business impact. To learn more about GPA, [visit www.thinkgpa.com](http://www.thinkgpa.com).

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