# **iFi/Silent Power Appoints Tim Penn as U.S. Sales Director**

***Penn brings over four decades of leadership experience across pro audio, AV, and musical instruments to drive U.S. market expansion***

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***Southport, UK, September 3, 2025*— iFi Audio/Silent Power, a leading British innovator in audio and power solutions, announces the appointment of Tim Penn as Sales Director – U.S. In his new role, Penn will oversee business development, dealer and distributor partnerships, and customer engagement across the United States as part of iFi’s expanding North American presence.**

Based in Nashville, TN, Penn brings more than 40 years of experience in senior leadership roles at respected brands including Electrosonic, Milestone AV, AMX, Fender, and Gibson in both the United States and Europe. His deep background spans the Pro Audio, Pro AV, and Musical Instrument industries, where he has successfully built strategic sales networks and fostered long-term customer relationships.

“I’m excited to be joining iFi/Silent Power at such a pivotal time for the company,” said Penn. “The U.S. market offers enormous potential for growth, and I look forward to working closely with our dealers, distributors, and rep firms to expand access to iFi’s innovative audio and Silent Power solutions. Our goal is to strengthen partnerships and deliver products that exceed expectations for today’s music lovers, creators, and professionals.”

As part of iFi’s broader strategy to grow its U.S. footprint, Penn will collaborate with the leadership team on expanding marketing initiatives, optimizing distribution networks, and supporting the launch of new products designed to meet the evolving needs of U.S. customers.

“Tim’s proven track record and deep expertise across multiple sectors of the audio industry make him an invaluable addition to our team,” said Miles Roberts, Head of Global Sales. “His leadership will help us build on iFi’s British heritage while accelerating our mission to bring world-class sound and power solutions to a broader U.S. audience.”

For more information on iFi Audio and Silent Power solutions, please visit: [www.ifi-audio.com](http://www.ifi-audio.com)

**About iFi audio and Silent Power**

iFi audio and SilentPower are sister brands of Abbingdon Music Research (AMR), headquartered in Southport, UK, united by a commitment to technology-driven design. Founded in 2012, iFi creates award-winning portable, desktop, and lifestyle audio products. SilentPower, launched in 2024, builds on over two decades of research in system optimization, focusing on the last mile of performance—delivering the crucial signal and power that fuel and elevate every system.

Leveraging combined in-house hardware and software expertise and a focus on sonic purity, the brands create innovative, source-focused solutions - pushing the boundaries of design, functionality, and performance across their respective product ranges.

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**Media Contact**

Ashley Kinchen

Public Relations, Hummingbird Media

ashley@hummingbirdmedia.com

www.hummingbirdmedia.com