



Sennheiser Announces Strategic United States Distribution Partnership with JAM U.S. Music Group

Sennheiser narrows distribution partnerships to KMC Music and The Music People to empower retail distribution partners with dedicated sales support, marketing resources and streamlined inventory availability

OLD LYME, Conn. — May 1, 2025 — [Sennheiser](#) today announced a strategic refresh of its distribution strategy in the United States in partnership with JAM U.S. Music Group. Effective May 1, KMC Music and The Music People will become the exclusive strategy supplying partners (SSP) for Sennheiser’s professional audio business unit, focusing on serving the music industry (MI) and pro audio dealers. This rechanneling aims to enhance support and drive growth in the MI retail sector, while empowering U.S. resellers by streamlining Sennheiser purchases with a single point of contact for sales, service, and shipments.

“This strategic shift is designed to better align with the evolving needs of our customers and the market,” said Ed Capp, VP of Sales, Americas, Sennheiser. “KMC Music and The Music People’s focused approach and expertise will ensure all of our dealers receive the highest level of support, product availability, and tailored solutions to drive their business forward.”

KMC Music and The Music People bring a wealth of experience and a comprehensive understanding of the MI retail market, offering dedicated sales support, product expertise, and inventory availability. Their alignment with Sennheiser’s marketing and sales strategies will



provide dealers with consistency while maximizing their resources, driving both sell-in and sell-through.

“We have shared a great partnership with Sennheiser for over 20 years,” said Patrick Sullivan, Senior Vice President of DCC Technology North America. “By providing dealers with state-of-the-art tools and resources, as well as streamlining the speed and availability of inventory, we will provide a clear path to success for both Sennheiser and our shared customers.”

This transition will enable Sennheiser to streamline its distribution network and provide more targeted and consistent support to its dealer base. For more information about Sennheiser and its solutions, visit www.sennheiser.com.

For more information about KMC Music or The Music People, visit:

www.kmconline.com or www.tmppro.com.

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About the Sennheiser brand

We live and breathe audio. We are driven by the passion to create audio solutions that make a difference. Building the future of audio and bringing remarkable sound experiences to our customers – this is what the Sennheiser brand has represented for more than 75 years. While professional audio solutions such as microphones, meeting solutions, streaming technologies and monitoring systems are part of the business of Sennheiser electronic SE & Co. KG, the business with consumer devices such as headphones, soundbars and speech-enhanced hearables is operated by Sonova Holding AG under the license of Sennheiser.

www.sennheiser.com
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