**L-Acoustics Names Bryan Bradley as CEO Americas**

*Former president of Group One Limited joins the L-Acoustics team
to spearhead North, Central, and South American operations*

**WESTLAKE VILLAGE, California – January 2025 –** Having recently crossed its milestone 40th anniversary and added its 1,000th team member at the close of 2024, L-Acoustics heads into NAMM and the new year touting the news that Bryan Bradley has joined the company as CEO Americas. The announcement jointly comes from worldwide L-Acoustics co-CEOs Laurent Vaissié and Hervé Guillaume, to whom Bradley reports.

Bryan Bradley now oversees all of the manufacturer’s North, Central, and South American operations and will be sharing his time between the global hub in Westlake Village, California and a new Americas operations and creative hub at Nashville Yards when it officially opens later this year.

Bradley recently spent six years serving as the president of Group One Limited, the New York-based US distributor for DiGiCo, Calrec, Solid State Logic, Sound Devices, and several other leading pro audio and lighting manufacturers. Prior to that he held multiple executive management positions at Harman, most recently as senior vice president and general manager of the Americas for Harman Professional Solutions, where he managed the retail, live performance, large venue, hospitality and enterprise channels for JBL Professional, AKG, AMX, Crown, dbx, Lexicon, Soundcraft and Martin, among other Harman brands, across the American continents.

Bradley has also held the role of COO for Alfred Music, the world’s largest educational music publisher, as well as management positions with Guitar Center. He has been a songwriter/composer for television and film, including serving as the music director on *The Young and the Restless*. Bradley earned a BA from Colorado State University as well as an MBA from California Lutheran University.

“L-Acoustics has experienced tremendous growth over the past five years in the Americas. To lead this high performing team, we have conducted an extensive search over the past 18 months to find an outstanding executive who knows our industry, shares our vision and passion for great sound, and fits our culture of innovation and people first. Bryan’s experience, management philosophy, and successful track record were a natural fit for the role. We are excited to welcome him to the team and look forward to solidifying our leadership position in the Americas,” says L-Acoustics co-CEO Laurent Vaissié.

“It’s no secret, ever since the introduction of V-DOSC in 1992, that L-Acoustics has long been raising the benchmark for the professional loudspeaker world, attracting many imitators,” says Bradley. “As the company now crosses into its fifth decade, I’m excited to help steer the brand here in the Americas and help our customers in the touring, integration, and studio communities explore exciting new ways to connect people through the art of sound.”

Bradley can be found with L-Acoustics at the 2025 NAMM Show, where the manufacturer returns this month, following a five-year hiatus, to exhibit its latest systems and solutions. With a wide variety of products on display in meeting room 17112 (ACC North, Level 2), the company’s primary focus will be to showcase the power and precision of its L-ISA Immersive Hyperreal Sound technology, enveloping attendees in a captivating aural atmosphere delivered by coaxial X8 and X12 loudspeakers and Syva Sub and SB18 subwoofers. In addition to providing an L-ISA listening experience, L-Acoustics will also be offering mixing workshop sessions for those wanting to get hands-on with spatial audio. The one-hour L-ISA demonstrations will take place on Thursday (January 23rd), Friday (24th), and Saturday (25th) at 11:00 AM, 1:00 PM, 3:00 PM, and 5:00 PM. Capacity is limited, so guests are encouraged to arrive early to ensure participation.

L-Acoustics is sponsoring this year’s TEC Awards, which will be held at the Anaheim Hilton Pacific Ballroom on Thursday, January 23rd. The company’s LA7.16 amplified controller has been nominated for an award in the category of Amplification Hardware / Studio & Sound Reinforcement, while its compact X8i is nominated in the field of Sound Reinforcement Loudspeakers. The manufacturer is also a Gold Sponsor of the 23rd Annual Parnelli Awards, which are also set to take place at the Anaheim Hilton Pacific Ballroom on Friday, January 24th. Of note, this year’s event deservedly recognizes Dave Rat of Rat Sound Systems, a longtime L-Acoustics Certified Provider and friend of the company, with a Lifetime Achievement award.

More information about L-Acoustics can be found at [l-acoustics.com](http://www.l-acoustics.com).

**About L-Acoustics**

L-Acoustics has been shaping the future of sound since 1984 through trailblazing innovation. Our European-designed and manufactured solutions deliver premium sound experiences from the most intimate immersive spaces to the largest stages. L-Acoustics is the #1 brand chosen by the world’s largest music festivals and installed in over 13,000 premium venues from music halls, theaters, and sports entertainment to wellness, hospitality, homes and yachts.

Our team of 1,000 employees, including 20% in design, research, and development, conceives the industry’s most award-winning and transformative sound reinforcement technologies, including the modern line source array V-DOSC, L-ISA immersive hyperreal solutions, and the eco-conscious, performance-leading L-Series. These technologies have led to the company being honored with a Decibels d’Or and featured in *Fast Company*’s most innovative companies.

With major hubs in Paris, Los Angeles, London, and Singapore, and a network of trained service providers present in 80 countries, our technologies power the most demanding live events and memorable sound experiences: from Adele’s Las Vegas residency to the world's largest sports events, from the Zaha Hadid-designed Guangzhou Opera House to the Philharmonie de Paris Concert Hall.

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