

Antti Rintamäki as Head of Sales at Intersonic Oy

Intersonic Oy, which staff increased after a merger in November 2020, has appointed Antti Rintamäki as its Head of Sales. Rintamäki has very extensive work experience in various jobs within the AV industry from over 30 years.

The Finnish company Intersonic Oy, which imports and sells AV equipment, became part of Audico Group when Audico Holding Oy acquired Intersonic in the spring of 2020. Later in November 2020, the import and sales business of Audico Group's subsidiary Audico Systems Oy merged with Intersonic Oy and formed a new Intersonic Oy. The five-person staff grew by seven new people, and **Harri Leiva**, Managing Director of Audico Holding Oy, started as Managing Director.

Antti Rintamäki, Sales Manager of Professional Audio and Broadcasting Products, has been appointed as Head of Sales for Intersonic Oy. Rintamäki will take up his position immediately and will be responsible for leading the nine-person sales team, the company's sales business, the Outlet business, and customer service. Head of Sales acts as the supervisor of Intersonic Oy's sales team and warehouse. Rintamäki's previous direct principal and customer relationships will be redefined internally and will be announced separately if necessary, as well as in Intersonic Oy's various communication channels.

"Appointing Antti as Intersonic Oy's Head of Sales is a sensible measure so that we can offer even better service to our customers. For this reason, smooth sales cooperation is the key. Antti has extensive experience from the industry as well as sales tasks, in addition to which he has a strong interest in creating added value for our customers and stakeholders. I believe Antti is the glue that binds our sales strategy to daily sales work", says Harri Leiva, Managing Director of Intersonic Oy.

"It's a great privilege to lead our - in so many ways talented and experienced - sales team. Improving teamwork and customer service will be most visible aspects in the new position. Wellbeing and resilience in both team level and individually is close to my heart. Even though we are working in a highly technical industry, our most important capital is our skilled and vibrant personnel. The customers will benefit the most, when our machine is well-oiled", summarizes Rintamäki.

For more information:

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