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SnapAV Doubles Down on Product Investment; Announces New Appointments

CHARLOTTE, NC, November 12, 2020 – [SnapAV](#), the industry-leading source of A/V, surveillance, control, networking, and remote management products for pros, today announced that it is increasing its investment in control, lighting, surveillance, networking audio and other product development in its five ‘centers of excellence’ located in Draper, Utah; Charlotte, North Carolina; Portland, Oregon; Westlake Village, CA and Serbia. At the same time, the company announced the promotion and appointments of several key personnel to further strengthen product development.

“The continued investment in our organization reinforces our commitment to our Partners, end-customers, and to the industry we serve,” SnapAV CEO John Heyman said. “Our goal is to deliver the best products and services that make our customer’s lives easier and more enjoyable. And, with a strong product team across five ‘centers of excellence’ in Utah, North Carolina, Oregon, California and Serbia, we will continue to make fast market-focused decisions that create the next generation of exceptional experiences.”

Supporting product development across every category, SnapAV announced the promotion of **G Paul Hess** to Chief Product Officer. Hess is widely recognized as a passionate thought leader who is renowned for his product expertise, as well as 10 years of integrator experience. He is responsible for introducing many of the company’s leading iconic brands, such as Binary, Luma, Araknis and OvrC, and strengthening and expanding brands like Episode and WattBox, among many others. “I am thrilled to step into this role and continue building exceptional products for this industry,” Hess commented.

SnapAV has also announced the appointment of **David Moore**, who returns to SnapAV to lead Engineering and Technology, as well as the promotion of **Mike Jordan** and **Jason Winchester** to lead category and product management across the organization. “David, Mike and Jason have long track records of delivering outstanding products to our pro

Partners,” Hess said, “and their product and industry expertise is going to drive our product development decisions for years to come.”

In a concerted effort to increase the voice of Snap’s Partners across its business, SnapAV also announced that industry veteran **Greg Simmons**, one of Parasol’s founders and CEDIA industry legend, is joining the company as Vice President, Industry Partnerships. “Greg has a long history in the CEDIA and home security industries, having led one of the largest integrators, Eagle Sentry, for many years prior to its sale in 2018. We are thrilled to have Greg on our team,” Heyman emphasized.

SnapAV also announced that **Charlie Kindel** will exit SnapAV and pursue other opportunities outside of the company. “I want to thank Charlie for all that he has contributed to our current market success,” Heyman said. “Under his leadership, we introduced OS3, Chime and Neeo. He recruited key talent to the company, improved processes across the business and set the stage for a continued bright product future. As a shareholder and avid customer of our products, we know we will continue to receive Charlie’s wisdom for years to come!”

Re-emphasizing his message to the industry during Snap Pro Live, Heyman stresses that SnapAV is laser-focused on both of its platforms: product and business. “Between our increased investment and strong product development team across our offices in Utah, North Carolina, Oregon, California and Serbia, we are in the best position possible to continue driving innovation for the industry and our Partners. Simply put, it’s our passion,” he concluded.

To download headshots, [click here](#).

About SnapAV

Established in 2005 and co-headquartered in Charlotte, North Carolina and Draper, Utah SnapAV is a manufacturer and exclusive source of A/V, surveillance, control, networking and remote management products for professional integrators. An industry leader in the custom install channel, SnapAV helps integrators build their businesses by providing a wide range of high-quality products, easily accessible through an intuitive website and backed by award-winning service and support. With a vast catalogue of today’s most popular brands, SnapAV is the premier choice for custom installers across the globe. With 22 pro stores in the US, SnapAV blends the benefits of ecommerce with the convenience of local stores. Additional information about SnapAV and its products can be found at www.snapav.com.

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