



Welcoming Right Track Marketing to the MM Team: A Boost to Sales Excellence

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TORONTO, ON – Music Marketing Inc., a leading music technology equipment distribution company, has announced the addition of Right Track Marketing to its team to expand its sales force and improve customer satisfaction in the US Northeast region.

Right Track Marketing brings 25 years of experience and expertise in the audio industry, with a track record of representing some of the most prestigious audio visual brands as well as winning multiple “Rep Of The Year” and countless “Sales Excellence” awards. They are dedicated to providing excellent service and sales to dealers and manufacturers, and their team of musicians, studio engineers and lighting/video technicians offer real-world guidance to clients.

With a proven track record in Professional Audio, Video and Lighting, and deep relationships with key Resellers in the region, Bob and his team at Right Track Marketing are well-equipped to drive sales growth and foster lasting client relationships.

As new Sales Representatives at Music Marketing Inc., they will be instrumental in:

- Identifying and pursuing new business opportunities
- Building and maintaining strong client relationships
- Collaborating with the existing sales team to achieve targets and objectives
- Providing exemplary customer service and product knowledge

"Music Marketing has created a great reputation within the industry, especially in the software and music technology space with their use of XCHANGE. With our strength and reputation in the region, I am confident our team can add value to the music technology market in the region for all stakeholders." said Bob Jordan, Representative Principal at Right Track Marketing.

"We are looking to build strong markets for our products in the US Northeast and for that there is no better team than Right Track Marketing. We are happy to be able to partner with such a respected and trusted team." Said Ray Williams, President of Music Marketing Inc.

End users and retailers in the US Northeast can expect exciting new music tech brands represented by Music Marketing being distributed locally in the near future.

About Music Marketing Inc.:

Music Marketing is a Toronto-based leading music software and hardware distributor with a portfolio of 50+ brand partnerships and customers in 80 countries around the world. The company is a pioneer and worldwide leader in the digital delivery of music software.

Music Marketing Inc. - Empowering Excellence, Delivering Results

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