

Mike Hommel is new Head of Marketing at Exertis Pro AV

Uhingen, October, 13th 2021

As of mid-September 2021, Mike Hommel is the new Head of Marketing at Exertis Pro AV.

In his career, Mike Hommel has already acquired great expertise in the fields of communication, social media and partner sales in his management position as head of customer and partner management as well as marketing manager for brokers and banks at Württembergische Versicherung. He is therefore very familiar with the interfaces between marketing and sales activities. In his new position at Exertis Pro AV, he will emphasize primarily on communication focusing even more on dealers and their customers needs, as well as on the expansion of the Exertis Pro AV ACADEMY. Hereby, the main focus will be on a more target group-specific approach and added value for the dealers.

Mike Hommel is characterised by a positive attitude and a "let's do it" mentality. His approach is pragmatic: "In addition to state-of-the-art technology from a trusted source, added values such as a target group-oriented customer approach and personal training opportunities are becoming increasingly important. Combined with excellent service before, but especially after sales, is the key to become unique - that is the decisive difference."

About Exertis Pro AV

Exertis Pro AV, formerly COMM-TEC, has been for more than 30 years one of the largest and most renowned value-add distributors for AV media technology in Europe and has been part of DCC Technology Trading/Exertis since 2019. The company headquarters is located in Uhingen near Stuttgart and distributes the products of more than 60 well-known manufacturers. The business units "Digital Signage & Media Solutions", "Collaboration & UCC", "Signal Management", "Pro Audio & Control", "Display Solutions" as well as "Racks & Mounts" provide master technicians, system integrators and architects with the optimal hardware for their requirements. Exertis Pro AV acts strongly according to its claim "Think Solutions": it creates a consciousness for thinking and acting in terms of solutions, and for offering solutions. Exertis Pro AV supplies everything from one source, from planning through consultation to implementation.

Image material for press release

[Picture Mike Hommel](#)

Press contact

Isabel Blum
Tel: +49 (0)7161 3000-462
isabel.blum@exertisproav.de

COMM-TEC GmbH Siemensstr. 14 D-73066 Uhingen www.exertisproav.de

This press release is approved for reprint. When publishing, we kindly ask for a short note to isabel.blum@exertisproav.de or the receipt of a voucher copy.