

11 QUESTIONS WITH **Alexander Pietschmann**

CEO, Adam Hall Group

Alexander Pietschmann is a well-regarded name in the global pro live sound industry. As the CEO of Adam Hall Group since 2013, Pietschmann has played an instrumental role in elevating Adam Hall's status as one of the leading manufacturers solutions for music equipment, integrated systems, live events, and industrial applications. In **PALM Expo Magazine's '11 Questions'** feature, Alexander Pietschmann talks about his journey as Adam Hall Group's CEO over the last 18 years, key strategies to maintain the company's trailblazing position, implementing a human-centric approach in an industry that is increasingly dominated by avant-garde technology, and more.



Can you elaborate on your career trajectory – from joining Adam Hall Group as a Marketing Director to becoming the company's CEO over the last 18 years?

My journey with the Adam Hall Group began in a truly unconventional manner. My early ventures ranged from founding an event company to delving into music production, as well as gathering experience in the hospitality industry with a restaurant and live club. This diverse background set the stage for my career at Adam Hall Group, where I initially joined the IT and law departments after earning my Master of Business Law degree in Frankfurt, Germany. However, it wasn't long before I discovered that my true passion lay in marketing. Here, I was entrusted with the creative freedom to establish and grow the department from the ground up. This opportunity played a pivotal role in my career progression.

In 2010, I had the honour of joining the management team, and in 2013, I embarked on a significant new chapter by engaging in a Management Buy-Out (MBO) with my partner and COO, **Markus Jahnel**. This marked the beginning of my tenure as CEO. My commitment to lifelong learning led me to pursue several executive programs from prestigious institutions such as Stanford, ESMT, and IMD, which have been instrumental in shaping my leadership approach. Furthermore, my connection with Indian Vedanta philosophy

through several trips to India has provided me with a profound sense of balance amidst the sometimes-hectic demands of life.

What are your day-to-day responsibilities as the CEO of Adam Hall Group?

As CEO of Adam Hall Group, my daily responsibilities are both broad and diverse. Leading the strategic direction of the company is a primary focus, ensuring we stay on a path of growth and sustainability. A significant part of my role involves recruiting and cultivating the right people for our team, ensuring they share our mindset and values. With a crew of 380 employees, it's crucial to maintain a culture that promotes creativity, trust, and entrepreneurship. This culture is the backbone of our operations and key to our success since our founding in 1975.

Engaging with our partners and customers is another aspect of my role I deeply value. It's essential to understand their needs, exceed their expectations, and ensure our solutions are impactful and meaningful. This customer-centric approach also drives our product development and service offerings.

Furthermore, I am passionately committed to sustainability and making a positive social impact. It's not just about what we do, but how we do it, ensuring our actions align with our values and contribute positively to society and the environment.

What key strategies has Adam Hall Group mapped out to maintain and elevate its trailblazing position in the global pro audio industry?

Beyond providing logistical and price-performance advantages for our distribution partners through our powerhouse brands like **Cameo**, **LD Systems** and **Gravity Stands**, our fundamental focus lies always on the user experience. Our product and R&D teams in Germany approach product development from the user's perspective, working backwards, inside and out. Since 2023, we have been officially recognized by the German Federal Ministry of Education and Research for our extraordinary R&D work.

At the heart of our mission lies a passion for bringing people together. The Adam Hall Group is dedicated to crafting event technology solutions that empower touring professionals, integrators, and creatives worldwide. Our aim is to amplify emotions and create unforgettable memories, leveraging our innovative products and services. This commitment transcends professional objectives, reflecting our strong belief in the power of live events to enhance collective experiences.

In terms of product innovation, in both pro audio and lighting, please elaborate on three major milestones in the history

of Adam Hall Group.

In recent years, we have achieved significant milestones in product innovation. One of the most noteworthy achievements is the launch of the LD Systems **MAILA System (Modular All-Round Intelligent Line-Array)**, a scalable sound reinforcement solution that redefines versatility and adaptability in sound technology - a game-changer in the market. Following closely is the success of our LD Systems **MAUI G3** Portable Column Speaker System. This new generation of portable audio solutions has quickly become one of the best-selling systems worldwide, thanks to its exceptional sound quality, portability, and user-friendly interface.

In the lighting domain, our Cameo Light brand has gained significant traction, especially with our IP-rated fixtures in live touring and integrated markets. We played a pivotal role in lighting up major events, such as the Queen's 70th anniversary at Buckingham Palace in 2022, the Coronation Ceremony for King Charles III at Windsor Castle & Westminster Abbey, and the Latin Grammy Awards. The upcoming launch of our first laser-based **ORON H2** promises unprecedented light output, showcasing our innovation in lighting technology.

Additionally, Gravity's new Glow Stands prove that genuine innovation is still possible in the world of instrument stands. These patented guitar/bass stands are equipped with integrated, individually adjustable LED ambient lighting, which not only lends a special atmosphere to instruments, but also to the room environment.

Cameo had its very own stand for the first time at ISE 2024. Which products from Cameo is Adam Hall Group aggressively pushing into the Indian market?

ISE 2024 was our most successful show so far. A tremendous success, setting the stage for an exciting year ahead. We are thrilled to announce that in collaboration with our long-standing partner, StageMix Technologies, we will be expanding the Cameo Light portfolio in the Indian market over the coming months. Our focus will be on making all major series available, catering to a wide range of lighting needs for professionals and venues across India.

Adam Hall Group's LD Systems recently launched the Maui G3 Series. Can you share with us something more about the expansion of the series and the use case scenarios that we can look forward to in India for the newly-launched product?

The MAUI G3 Series, marking the third generation of LD Systems' esteemed MAUI series, has once again elevated the standard for sound quality in compact column PA systems. Esteemed globally for its unparalleled sound reproduction, the series has become a favourite among performers for its fidelity and ease of use. In developing the new generation, the LD Systems R&D team dedicated significant efforts to enhancing the subwoofer and broadening the DSP capabilities, among others. These

improvements have rendered the MAUI G3 Series with the most advanced and flexible iteration yet.

This year, we are excited to announce the expansion of the series with the introduction of the MAUI 11 G3 MIX and MAUI 28 G3 MIX models. These additions are set to revolutionize the MAUI G3 lineup by incorporating an integrated digital 6-channel mixer, professional-grade effects, and the convenience of wireless remote control via smartphone or tablet. The MIX models represent a comprehensive all-in-one solution, particularly appealing to artists who prefer to streamline their live performance setup without the need for a separate mixing console.

For the Indian market, where the demand for high-quality, versatile sound systems is on the rise, the MAUI G3 Series offers a compelling solution portfolio in black and white. From live concerts and festivals to corporate events and weddings, the MAUI G3 Series, especially with the new MIX models, is perfectly suited to meet the diverse needs of India's vibrant live event scene.

What is Adam Hall Group's cornerstone values when it comes to working with distributors/dealer channels in India, and what, in your opinion, can the distributors/dealer channels in India do to contribute to the ever-evolving growth of Adam Hall Group

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In the next five years, India's live sound industry is set to see big changes, with technology leading the charge towards more high performance, design driven and reliable setups. There's also a growing demand for versatile and energy-efficient solutions. At Adam Hall Group, we're diving deep into these trends with our innovative LD Systems and Cameo brands. Given India's strong tech vibes, it's poised to become a key player in the live sound world, where music and technology mix in exciting new ways. We're thrilled to be a part of this journey.

as a company?

Adam Hall Group highly values our partnership with StageMix Technologies for all our brands, recognizing the unique growth potential and the importance of understanding cultural and legal nuances in India. Our cornerstone values for working with distributors and dealer channels in India include trust, mutual respect, and a commitment to excellence. We believe that local service providers play a crucial role in our success, offering invaluable on-the-ground support and expertise. To contribute our growth, we expect that our distributors are close to key accounts, demo the products, exhibit on fairs, have a strong customer service and support and make the products available for the market. StageMix is doing a great job in all these respects for our brands.

With the global pro audio and lighting industry now becoming more and more integrated with the emergence of audiovisual technology, how is Adam Hall Group strategizing on capturing the modern-day pro audio and lighting market?

Adam Hall Group is embracing the future of audio-visual integration with significant investment in software solutions like **QUESTRA**, aimed at seamlessly incorporating LD Systems' products into a comprehensive ecosystem in the first step. **QUESTRA** exemplifies our commitment to innovation, offering users a centralized platform for the easy planning, designing, configuring, and management of audio installation projects. By providing full access to the DSP capabilities of our audio installation devices, **QUESTRA** enables the creation of audio networks of any size, ensuring each device can be managed and controlled from a single application.

As the live event industry around the world continues to be more automation-driven and technologically-powered more than ever before, how does Adam Hall Group ensure that it provides human-centric solutions to its consumers?

Our mission is to amplify emotions through event technology. Wherever humans come together we enable them to share their passion and enjoy great moments. To achieve this, we focus on the user in everything we do and always ask ourselves how we can become even more user-friendly - with our products, in the experiences that our customers and partners have with us at the various touchpoints and also in our services. The rapid advancement of AI technology challenges our perceptions of reality, elevating the value of authenticity and human connection provided by live events. So, as we look to the future, it's clear that the role of the whole industry will become increasingly vital. We are not just entertainment or cultural providers; we are the champions of human connection and guardians of authenticity in an AI-dominated world. Every brand and company should invest heavily in

building trust through Live formats, at least as much as they invest in AI productivity tools.

Which pro audio segment in India, in your opinion, is currently mushrooming at an unprecedented rate, and which products and/or technologies from Adam Hall Group are instrumental in driving this market growth?

In India, the live event and portable PA system segments are experiencing rapid growth, fueled by an increasing demand for mobile, high-quality audio solutions for events, worship places, and outdoor activities. Adam Hall Group, through our LD Systems brand, is at the forefront of this expansion with our MAILA, MAUI G3, ICOA, and U500/300 Wireless Microphone Range. These products offer unparalleled ease of use, sound quality, and versatility, making them ideal for the Indian market's diverse requirements. We also see a growing interest in immersive hospitality

experiences. With our newly formed Adam Hall Integrated Systems division, we are focusing on and supporting this important market segment.

With technology leading the growth of the Indian live sound industry in the next five years, do you see India as a price-sensitive market, and if so, how is Adam Hall Group navigating it?

In the next five years, India's live sound industry is set to see big changes, with technology leading the charge towards more high performance, design driven and reliable setups. There's also a growing demand for versatile and energy-efficient solutions. At Adam Hall Group, we're diving deep into these trends with our innovative LD Systems and Cameo brands. Given India's strong tech vibes, it's poised to become a key player in the live sound world, where music and technology mix in exciting new ways. We're thrilled to be a part of this journey.

Adam Hall Group recognizes India as a

traditionally price-sensitive market yet observes a growing demand for high-quality, technologically advanced products that offer superior value and performance. We navigate this by delivering products that blend innovative features, durability, and competitive pricing, ensuring customers receive reliable solutions that are a wise long-term investment. Our strategic partnerships, like with StageMix Technologies, enable us to provide localized support, enhancing our value proposition. Moreover, our focus on efficiency, minimal maintenance, and remote controllability in products, addresses customers' needs for higher functionality over mere affordability. This shift towards valuing efficiency and performance allows us to succeed in tenders. While price sensitivity remains, there's an evident preference for solutions offering more value and better workflows. Our commitment is to meet these evolving preferences by prioritizing value for money, ensuring our offerings align with the expectations of Indian customers seeking quality and efficiency.



PRACTICE (Continued from page 80)

Let's revisit the archer. Some woke, know-it-all who has gathered a reputation due to only his online presence. Not a shred of on-ground experience or practice. Ask the archer to perform a feat at the last instant – the archer is exposed as a novice. Is that fair? That is, in a nutshell, the base line of today's cancel culture.

Today's social media celebrity arrives with a unique perspective of reducing everything into a tiny frame. Every artist in the world toils at breaking barriers and harnessing technology to leap ever forward. The Instagram Handler bridles him in because he's only interested in what fits into his frame.

How restraining!

Let's glimpse at our World Cup performance last year. Our boys had

practiced themselves into perfection. It could be argued that our 2023 One Day World Cup Team was the most perfectly balanced and talented team that has ever played Cricket for India. When they were winning, it was euphoria.

Our team did not let themselves get distracted. They kept their heads down, practiced and sailed through to the finals.

Something went astray and their

best practices let them down. What was that? You and I were not in their dressing room. We will never know. Perhaps even those in the dressing room can't pin it down to something specific. Which brings me to the point of this column.

Practice takes you there. But you must kindle an inner strength with faith and genius to nose ahead of the other guy who has practiced as hard as you have.

Then nobody and nothing can touch you. You are the Champion!

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