**ProSource Appoints Brian Kjaer as West Coast District Manager**

***Consumer Technology Professional Joins the Field Management Team***

**SOUTHLAKE, Texas** — **June 30, 2022** —[ProSource](http://www.prosourceinfo.com/), the largest audio, video, and integration buying group in the United States, today announced the appointment of Brian Kjaer as its West Coast District Manager. Kjaer has a long history in the consumer technology business in his native Denmark and the U.S. with Basalte, Dynaudio, and Bang & Olufsen in multiple roles, including technical solutions management, sales training, sales account management, and retail store experience.

“The ProSource District Manager field support team serves each territory’s members with day-to-day execution of all of the programs and services offered by the organization,” said Tim Bashford, Senior Director of Sales at ProSource. “We are delighted to welcome Brian, with his professional track record of success, to our team.”

Kjaer’s success in the consumer technology industry is based on building long-term business relationships, executing business development plans, and knowledge of prevailing market trends. He is based in Centennial, Colorado, working with ProSource members in Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, and Washington.

“I am very excited about working with the best integrators in the West Coast territory to support the members with the many opportunities to engage with ProSource and drive profitability,” commented Kjaer. “I look forward to putting my background and experience from sales, marketing, and merchandising on the manufacturers’ side to enrich the value that ProSource offers to its members. I am happy to be a part of an organization that can help dealers grow and prosper within all aspects of their business.”

I**nformation on becoming a ProSource member is available from** Sherry Dantonio, Senior Director, Education & Member Recruitment at (562) 810-1706 [Sherry.Dantonio@Prosourceinfo.com](mailto:Sherry.Dantonio@Prosourceinfo.com).

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**About ProSource**

ProSource is a cooperative, member-governed, not-for-profit buying group representing 600+ custom integrators and specialty retailers. With annual sales of more than $6 billion, ProSource is the largest specialty and consumer-electronics merchandising group in the United States, which allows it to negotiate stronger programs with manufacturers, help independent dealers stay relevant to consumers, and keep the specialty A/V channel competitive. For additional information go to [www.prosourceinfo.com](http://www.prosourceinfo.com).

**PR Link:**

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**Image Caption:** Brian Kjaer Joins ProSource as West Coast District Manager.

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