



## **Thiel Audio Names Elyse McKenna CEO**

NASHVILLE, TN (August 22, 2017) -- Thiel Audio announced today that Elyse McKenna has been named Chief Executive Officer. McKenna first joined the company in March 2017 as Director of Strategic Partnerships, and she is focused on the rollout of the company's first wireless streaming speakers for the home, the AURORA Home and the AURORA Tour, as well as the promotion of Thiel Studios, the company's showroom and event space in Nashville.

"Thiel Audio has a 40-year history, and I'm humbled and honored to grow the brand and deliver quality products that come with that legacy," said McKenna. "The team around me at Thiel is dedicated to delivering both outstanding sound and beautiful design. The Aurora products hit the sweet spot for people who want to have speakers anywhere and everywhere in their lives without compromising on aesthetic or on sound quality. With the increase in connectivity in wireless products and the use of voice activated technology, we only see the market for these products growing."

McKenna has a 14-year background in marketing and business development, with positions at companies including Applauze, Crowdsurge/Songkick, and Topspin. Before joining Topspin in 2013, McKenna founded and served as president of Welcome Mat Entertainment & Modern Family Music, where she managed a variety of clients including multi-platinum recording artist Young Buck, Compassion International and TD1. She also established the Nashville office of Sparkart South, a web development agency headquartered in Oakland, CA, and has additionally held marketing and publicity positions at Third Coast Artist Agency, Brite Entertainment, Greg Oliver Agency, and L.A.B. Media following her move to Nashville in 2002.

McKenna has proudly lent her leadership skills to her community, serving as an active member of the Summit Series organization aimed at young entrepreneurs and the Leukemia & Lymphoma Society Man/Woman of the Year Campaigns. She also helped establish Nashville's Mocha Club, which advances education and shelter initiatives for children in Africa, and helped raise awareness of The Sonshine Hacienda. She attended Harding University in Searcy, AR.

McKenna will be speaking at the audio/video technology trade show CEDIA in San Diego, CA on September 5 as part of the Parks Associates panel on [Wireless & Streaming: Growth and Outlook](#).

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### About Thiel Audio Products, Inc.

Thiel Audio Products, Inc. is a Nashville-based audio technology and entertainment company with a 40-year heritage of award-winning sound and design. In recent years, the company has worked to revise its product line to combine its tradition of high-quality and fine design with the needs of the today's audio consumer. At CES in January 2017, THIEL introduced its first wireless streaming products, the AURORA Home and the battery-powered AURORA Tour, both of which feature a connectivity suite leveraging DTS Play-Fi®, Apple Airplay®, and Bluetooth technologies. Its legacy cabinet speaker lines continue to be available as custom orders, and THIEL maintains a workshop in Lexington, KY. Thiel products can be purchased through its

website [www.thielaudio.com](http://www.thielaudio.com). The company also operates Thiel Studios, a state-of-the-art ultra-HD streaming studio and performance space in Nashville. The 3,000-foot space includes a THIEL Audio demo room, performance stage, meeting space and entertainment areas where fans can unite with well-known and emerging artists via fully interactive live performances that are streamed in 4K ultra-HD video and 24-bit sound. Artists that have performed at Thiel Studios include Jason Aldean, Rodney Crowell, Lucie Silvas and Luke Combs.

[www.thielaudio.com](http://www.thielaudio.com)

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