

Press Release  
September 16, 2016

## Industry Veteran Greg Dieckhaus joins Starin

Starin Marketing, Inc. announces the addition of Greg Dieckhaus, CTS, as a new Business Development Team Leader. Dieckhaus, a former Whitlock manager, comes aboard Starin on the anniversary of his 31<sup>st</sup> year in the Audio Visual and Communications business. Dieckhaus will be leading the business development team that covers the Southeast and parts of the Midwest.

Dieckhaus' seasoned experience includes regional operations management, design and technical leadership, solution engineering, control programming, client relations and system support. Neal Weber, VP of Sales and Marketing for Starin shared his enthusiasm, "Greg has the depth of experience to understand all aspects of our integrator customer's business. After all, our business development title is about growth of their business. He gets it." Neal added, "With our new team-support structure, we now have more reseller facing and focused people to get things done. Greg's expertise and easy-going nature will make the team excel in response and proactive consulting."

"I was curious about how transferrable my talents might be. When I heard the description of the position and knowing how Starin served me, I knew it was the right move," Dieckhaus explained, "Starin doesn't simply say they add value; they live it. The Southeast AV professionals are going to realize more than ever how Starin will help make things easier and more profitable for them." Dieckhaus will be based in Tampa Florida.

Founded in 1988, Starin has grown from a small Midwest based organization to North American coverage. Jim Starin, founder, built the business by empowering the team from management to all associates through principle-centered responsibility. The company is now majority owned by its employees, creating a culture of accountability and engagement.

Fundamentally, a Business Development firm, Starin performs Market Development, Channel Management and Demand Generation functions for the associated brands. This is accomplished most effectively via a high degree of Brand Synergy. Starin also works with focus for Opportunity and Profit center development for its resellers, integrators and other outlets for professional and commercial audio/video. Starin maintains 100,000+ SF of warehousing to accommodate available inventory and quick delivery of solution-based products.

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