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Autonomic Adds Director of Sales and Marketing, Technical Account Representative

Armonk, NY. September 9, 2013—Autonomic, supplying the custom electronics industry with award-winning high performance cloud-based media solutions, has announced the addition of Aaron Chisena as the Director of Sales and Marketing, and Erich Schweikert, a Technical Account Representative. Both Aaron and Erich have started in their new roles with Autonomic.

“With the support of our outstanding dealer base and the hard work of our existing internal staff, Autonomic has enjoyed consistent revenue growth,” commented Autonomic CEO Michael de Nigris. “In 2012, we doubled our headcount in response to the increasing demands on our customer support and sales operations, and today, I am pleased to announce that Aaron and Erich have joined our organization.”

Aaron Chisena brings a diverse background to Autonomic, including key positions with Kaleidescape, LG and Bosch. Chisena first served Kaleidescape as a Western Regional Sales Manager before moving to the New York area to become the company’s National Sales Manager. Chisena was at the foundation of Kaleidescape’s substantial growth between 2004-2007. In his other positions in the pro/commercial realm, Chisena was involved with R&D and worked with contract manufacturers in China, Germany and Mexico. “I am confident that my broad experience in this market segment will enable me to create sales and support systems for the CEDIA integrator that drive success,” commented Aaron Chisena. As Director of Sales and Marketing, Aaron will be leveraging his knowledge of the CEDIA channel to develop a global strategic marketing plan that gives integrators access to the resources they need to thrive with the Autonomic brand.

Erich Schweikert joins Autonomic as a Technical Account Representative, leveraging his IT and software experience along with his love for high performance audio to bring technical support to both independent sales reps and to integrators in the field. Schweikert will seek feedback from integrators to help maintain and enhance the technical support process while working with the support team to handle cases, including an increasing number of questions pertaining to USB DACs, higher resolution bit rates and integrating the Mirage Audio System as the foundation of a high performance audio system. In addition to his IT background, Schweikert worked in the audio industry for the Tweeter organization. “The Mirage Audio System combines advanced hardware and software with high performance audio; all things that drive and excite me,” Schweikert stated. I look forward to being able to apply my skill set in both areas to promote the best possible experience for our customers.”

Autonomic Controls, Inc. (www.autonomic-controls.com) introduced the world's first cloud-based media server, making audio and video consumption more reliable, easy and fulfilling. Exclusively engineered for control system integration, Autonomic products have become the standard for converging content for multi-room distribution from the most popular sources, such as iTunes, Windows Media, Last.fm, PANDORA® internet radio, Rhapsody®, TuneIn Radio, SiriusXM Internet Radio and Spotify.