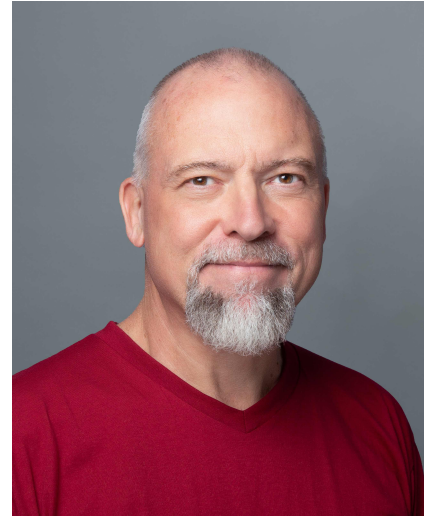


# Curriculum Vitae for Alex Schloesser

## Profile:

A Sound Engineer and Sales Engineer and also a Sales Manager / Director for Pro Audio Products with an International business Experience, that was gained over 35 years in International Distribution of Pro Audio Products and also in Product Development and System Design work for large Scale installations. Since Relocation to Asia (Singapore) I was able to build a strong local network in this region, that I want to continue to serve and to work with.



## Education:

University of Applied Science Koeln - 1983 to 1987 – Communication technology, Electronics and Technical Acoustics [University Diploma]

Formed [Alex Schloesser Audio] in February 1987 – Sound Reinforcement Rental, Broadcast Audio Engineering, System Design, System Integration

September 1997 Alex Schloesser Audio becomes GmbH (German Ltd.) and specializes in sound system rental, acoustical design and simulation, audio consulting, sound design and control room specification.

1992 Training of CORREQT (Computer optimized Room Resonance Equalization technique) with Apogee Sound International in Petaluma, California. Work as CORREQT Sound engineer for Europe to support Apogee Sound Distributors

1993 LEXICON with OPUS System training.

1996 – 2004 yearly SENNHEISER RF technology Seminars

1993 First import of ADAMSON SYSTEMS ENGINEERING into Europe . Subsequent Distribution of Adamson System in Germany for ten years

1998 Line Array technology training and the use of predictive software Y-Axis SHOOTER software.

1994 training on EASE Software with ADA in Berlin and SMAART

1994 Seminars on AUTOCAD 3 D usage. Work in 3D Modeling including Stadiums and indoor arenas as well as full 3D product design.

2001 Crestron Automation Programming including Crestron System design and becoming Crestron certified programmer. A total of three levels of Crestron Programming was successfully completed.

## **Professional Experience:**

1987 to 1993 – AS Audio

Owner – Sole Proprietor, Sound Engineer

Self Employed as Sound technician and Sound Engineer. Gaining experiences in Live Sound work and Broadcast Applications. Work as freelance Sound Engineer and Broadcast Sound Engineer. My own company was running as a sole proprietor business from 1987-1993.

1993 to 2012 – Alex Schloesser GmbH

Owner and CEO, Chief Sound Engineer

Head of Audio and Sound Engineer for more than 12.500 TV shows, providing technical support as well as mixing (see below). The team in my own company supplied and installed and serviced sound systems in a larger number of venues and ran the respective productions over this period of time. A selection of the shows that we produced, can be found at the end of the CV. More details can be supplied at any time upon request.

1998 to 2012 – Alex Schloesser GmbH

Crestron Programmer, EASE Simulator, Sound Designer with EASE and SHOOTER Software.

During this period I was continuously involved in installation and audio consulting for global building and construction sites. See some of the applications and projects below. As a System Integrator we have been responsible for a few major projects across the globe. The United Nations European media center headquarter was rebuild and installed and maintained by us over eight years. We also provided two extensions to the Sound system in the Holy Mosque in Mekkah. Those systems had to be build and delivered turnkey for a local installation on the site.

May 2008 until August 2009 – Real Sound Lab

Director of international sales at Real Sound Lab SIA.

Real Sound Lab developed a Software for Acoustic Power Frequency Response measurement and Hardware and Software Solutions for corrective implementation in the monitoring signal path. I was Responsible for the development of a global sales network for Real Sound Lab's professional audio products. Real Sound Lab was developed under my direction into a multi million US Dollar pro Audio business over three years

September 2009 until March 2011 – Real Sound Lab

Promoted to Director of Pro Audio at Real Sound Lab SIA.

In this period I was responsible for the entire Pro Audio department at Real Sound Lab. I was leading a team of hardware engineers and a team of Software developers for our Software and hardware products. My responsibility was the design and engineering of the products, as well as marketing and strategic developments. While at Real Sound Lab I have developed two FPGA FIR Multi Channel Equalizers and three different measurement software solutions for Real Sound Lab.

January 2012 until October 2012 – EAW Eastern Acoustic Works  
Director of Sales for EAW in APAC / RIM, Eastern Acoustic Works Asian operation.

After I had moved to Singapore I was responsible for the Sales and after sales support in 17 territories in Asia / Pacific including Australia and New Zealand. My responsibility here was to develop and support the Asia Pacific market for the Loudspeaker solutions, which have been designed and manufactured by EAW. The Annual sales budget for this position was 12 million US Dollar for the region.

2013 to January 2017 – Global Market Management  
APAC Sales engineer for Global Market Management,

Global Market Management is a Pro Audio Rep Agency, which serves the Asia Pacific region. It is best known for its long relationship with the British Mixing console manufacturer Allen & Heath. Global Market Management represented Allen & Heath, AUDIX Microphones, in the Asia/Pacific region. The annual budget for the APAC region is more than 10 million Dollar. For the last five years I have travelled the APAC region extensively and have met and supported customers and build relationships all over Asia Pacific

During this period I delivered Research and Development input and support for a number of projects and products and I worked closely with the R&D teams at the vendors and brands, whose products we support. By dealing in the larger Asia Pacific territory I was able to proof myself multiple times as a very capable partner to both vendors and manufacturers and also local clients in the region. I dare say that I am a well-known and respected figure in the pro audio industry in Asia.

January 2017 to present – AS Audio APAC Pte Ltd.

After my exit from Global Market Management i started my own Industry Rep company in Singapore. Two brands which came under the GMM umbrella during my time there, decided to go with me and i accumulated further brands along the way. At this time AS AUDIO APAC Pte Ltd represents ECLER (commercial Audio from Spain, Point Source Audio (California, USA) and until end of June 2024 SCHOEPS microphones from Germany. In this role AS AUDIO APAC managed the sales and distribution network for those brands and developed new markets for each brand.

## **Excerpt of shows and projects by Alex Schloesser in the last 25 years:**

### **TV Shows:**

- "The family Feud", 2850 Shows, head of Audio, broadcast Sound [Germany]
- "The price is right", 1950 Shows, head of Audio, broadcast Sound
- "Lets make a deal", 1250 Shows, head of Audio, broadcast Sound
- "Jeopardy", 950 Shows, head of Audio, broadcast Sound
- "Card Sharks", 1250 Shows, head of Audio, broadcast Sound
- "Pyramid", 1950 Shows, head of Audio, broadcast Sound
- "Greed", 150 Shows, head of Audio, broadcast Sound
- "Cash", 150 Shows, head of Audio, broadcast Sound
- "The wheel of fortune", 750 Shows, head of Audio, broadcast Sound
- Various Live Sports Events around Europe, OB Van Sound Engineer
- Champions League Soccer broadcast throughout Europe
- "Pop Idols", 25 Shows, head of Audio, broadcast Sound
- Soccer World Cup in South Africa, broadcast Sound

### **Installation and System Design (partial list):**

- Head of Audio for three runs of the German POP IDOLS show
- Church Installations in Germany, Texas U.S.A. and Kuwait City.
- Extension of the P.A. System in the Grand Mosque in Mecca (Apogee Sound)
- Classic Open Airs in Vienna for 6 consecutive years as Head of Audio

### **Rock and Roll Touring: (partial list)**

- 1992 Roger Taylor, The Cross,
- 1993 The Pleasure Principle, European Tour
- 1998 Sarah Connor and Band
- 2008 MANOWAR Bad Arolsen Open Air, System Tech
- 2009 US-5 European Tour, F.O.H. and System Tech
- 2010 Halloween and Slipknot festivals
- 2010 Heaven & Hell Tour Germany (Ronnie James Dio's Black Sabbath)
- 2011 Roxette various concerts throughout Germany