FOR IMMEDIATE RELEASE

**The Farm AV Names George Seruset and Sean Murphy as Regional Service Managers for FarmAssist Service Division**

*The newly created Regional Service Manager positions align with The Farm AV’s shift to a more services-driven business model*

ROSEVILLE, Calif., August 24, 2021 – The Farm AV announces the appointments of George Seruset and Sean Murphy as regional service managers for its FarmAssist Services division.

Seruset and Murphy oversee throughput and project flow of regionally based teams and service technicians. They will be responsible for managing account technical and project document analysis, technical scope development, and generation of service quotes and contracts.

“As we’ve grown FarmAssist, we’ve discovered the need for dedicated service managers within each region,” explains VP of Technical Services at The Farm AV, Andrew Stanley. “In order to provide the best technical support possible, we needed to rethink how to best utilize the partnership between our customers and employees. With an impressive set of skills, passion and drive, George and Sean are the perfect fit for these new management roles.”

FarmAssist consists of a team of experts within The Farm AV who provide integration support, DSP and control programming, field engineering and commissioning for integration partners.

“The newly created role of regional service manager more closely aligns with where we see The Farm AV going,” says CEO of The Farm AV, John Hood. “We’re incredibly lucky to have these two on our team – they’re super smart, extremely passionate and just wonderful humans to be around.”

For more information, please contact Kelly Perkins at [kelly@thefarmav.com](mailto:kelly@thefarmav.com) or by phone at 612-298-7688.

**About Farm AV**

At The Farm, we grow sales, deepen relationships, and cultivate loyalty for some of the AV & IT industries’ most esteemed brands. From our headquarters in Roseville, California and Kent, Washington, we represent our partners throughout Northern California, the Pacific Northwest, the Rockies, Idaho, Montana, as well as Hawaii and Alaska. Some of the world’s most demanding and sophisticated end users can be found here, and when they need information and expertise, they come to the Farm.

**About FarmAssist**

Whether you’re an AV integrator or end user, it helps to have a colossally competent and nimble technical partner. From control system and audio DSP programming to system-wide commissioning and event support services performed at the wholesale level, we create tight, effective audio and control programs with clean and understandable touchscreen menus. We do it for clients ranging from Fortune 10 companies to local school districts. We do it remotely or onsite. And we always, always do it right.

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