Press Releases

ZeeVee Names Michael Burton Central U.S. Regional Sales Manager



LITTLETON, Mass., June 10, 2024 – ZeeVee, a leading global provider of AV distribution products, has added Michael Burton, a 17-year industry veteran, to its team as central U.S. regional sales manager.

Burton is based in the Dallas-Fort Worth metropolitan region. He is responsible for business development in 13 states – Arkansas, Colorado, Iowa, Kansas, Louisiana, Minnesota, Missouri, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota and Texas. In addition to the strong industry relationships he's built over the years, he brings a high level of AV industry knowledge and experience to ZeeVee.

Most recently, Burton was the regional sales director for the south central and southeast U.S. at SAVI Controls (Carrollton, Texas), makers of audio video control systems for the commercial market. Prior to that, he was the TOLA regional sales director at Mersive Technologies (Denver), a provider of wireless media streaming and collaboration solutions. Over the course of his career, Burton also held senior account manager and project manager positions at Ford AV (Oklahoma City), a major national integration firm that designs and integrates professional and commercial sound, audio video, network infrastructure and security surveillance systems.

Burton, a lifelong musician, first got into AV technology through live production and recording studio environments. He spent his early career leading teams of musicians and technicians in large churches around the country both on stage and behind consoles. His role as account manager at Clark (Alpharetta, Georgia) was the catalyst that led him to a professional career in commercial AV.

“We are very fortunate to be able to add Michael to our sales team as he brings a wealth of experience and industry relationships from his nearly 14-year tenure at Ford AV and his work as a project manager,” said Joe Chordas, vice president, North American Sales & Corporate Marketing, ZeeVee. “Given his background, he will be a tremendous resource to integrators and other pro AV professionals throughout his territory, helping them to understand, embrace and maximize AV over IP solutions for an ever-widening list of applications.”

"ZeeVee has a unique combination of top-tier products, incredibly easy to use software and a dedicated team committed to making customers smile before and after every project," said Burton. "With AV over IP technology becoming essential in countless applications, I'm excited to be part of a team that provides versatile video distribution solutions for almost any scenario."

Burton received a Bachelor of Arts in music business from Oklahoma City University. He lives in Prosper, Texas, with his wife, Samantha. When he's not on the job, he enjoys playing guitar and piano, watching movies and travelling with his family.

About ZeeVee

ZeeVee (www.zeevee.com) is a leading provider of AV distribution technology. The company has transformed the digital video industry with its award-winning encoders, decoders and software solutions for the pro AV and IT marketplace. Integrators and consultants rely on ZeeVee for its innovative, cost-effective and easy to install AVoIP and RF distribution platforms for their corporate, higher education, government, healthcare, casino, museum, hospitality and retail customers. A founding member of the SDVoE Alliance, ZeeVee holds a GSA schedule, and its products are TAA-compliant. ZeeVee is headquartered in the greater Boston area with European HQ in Augsburg, Germany and SE Asian offices in Singapore.

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