

Fielder Marketing

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Northern California manufacturer's rep firms join forces

Fielder Marketing acquires Rich Jackson A/V

Two veteran manufacturer's sales representative firms covering Northern California, Northern Nevada, and Hawaii announced today that they are joining forces. Fielder Marketing, led by principal Mark Fielder, is acquiring Rich Jackson A/V.

Rich Jackson has spent his entire career in service to the A/V industry. "With this merger, we have assured that our factories and our dealers will all have solid support for the brands we have well represented over many years," said Rich Jackson. "I have known Mark Fielder for more than two decades. His commitment to the dealers and manufacturers is in sync with my own, so I know that our brands and customers will be better supported by this partnership. We sincerely believe we will create the best and most focused rep agency in the markets we serve. After a lifetime of service to the Consumer Electronics Industry, I will partner with Fielder Marketing to assure a smooth transition."

Mark Fielder added, "Rich has been my mentor since I started Fielder Marketing 10 years ago. I am very excited to build upon his foundation as we grow our combined firm."

The strength of the brand mix resulting from this acquisition will enhance the market presence for all involved, as the Fielder Marketing team builds upon the synergies that are sure to come from this joint effort.

To discuss mutual opportunities or other inquiries, contact Mark Fielder at (775) 224-2014 or mark@fieldermarketing.com, or Rich Jackson (www.richjackson.com) at (510) 523-8560 or rcj@rcj.com

About Fielder Marketing – Fielder Marketing was founded in 2012 and represents an elite group of audio and video manufacturers, delivering a unique combination of technical expertise, territory knowledge, and industry experience. The firm strives to provide the best customer support and product training to dealers and integrators and offers an extensive dealer development program to manufacturers.

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