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Audioscan® appoints Marketing and Sales Head

New VP will strengthen consumer focus

Dorchester, Canada – Nov 18, 2016. Audioscan has today announced that John Kuypers will join the senior management team as Vice President of Marketing and Sales.

Kuypers has acted as a business consultant to Audioscan since 2006 in various capacities. Since 2014 he has assisted in the transition of Jim Jonkman to President and has been a senior advisor on business strategy.

Jim Jonkman, Audioscan's President said "John Kuypers is a key addition to the Audioscan team. He knows Audioscan well and will be able to step into the new role quickly. He is passionate about using consumer needs to drive market offerings which aligns perfectly with Audioscan's history of providing tools to deliver the best possible consumer hearing experience."

John Kuypers received his degree in Business Administration from Wilfrid Laurier University. He is a seasoned leadership coach and consultant in strategy and organizational change. Previously, John was the head of strategic development with TD Bank's Treasury Group. He is a former vice-president of sales and director of marketing with Cadbury Schweppes in the consumer products industry. John is also the author of five books on leadership and personal growth.



*Audioscan Vice-President of
Marketing and Sales
John Kuypers*

About Audioscan

Audioscan, a division of Etymonic Design, is the leading manufacturer of hearing instrument fitting systems in North America. The company manufactures the Verifit®, Axiom®, and RM500SL™ used by fitting professionals throughout the world. Audioscan pioneered the Speechmap® fitting environment and the use of real speech for verification. The company's headquarters and manufacturing are located in Dorchester, Ontario.

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