

## EXECUTIVE Q &amp; A

# Teaching Development

by Mary Bakija

**SCN: What is your position, and what does it entail?**

**Chandler Collison:** I've been at Aviom for 16 months, the last four as business development (BD) manager. Broadly speaking, business development at Aviom includes almost anything that helps the company grow more rapidly, more efficiently or more smoothly. Aviom has a lot going on right now, with the introduction of the A-Net Pro64 ASICs, the Aviom Technologies Group unit, new partnerships and collaborations with other manufacturers and a long list of Aviom products scheduled for the coming year.

Over the next 12 months, Aviom's product line will double in size and we'll begin shipping the A-Net ASICs to other manufacturers. Business development plays a significant role in making all of that happen. In addition, BD picks up where other departments must

leave off because of day to day responsibilities, so we help develop new marketing and training materials, do product research, visit customers, provide a broader company-level perspective, and so on.

**How has your background prepared you for your new role?**

I began my career as a teacher. The most important thing to understand about teaching is that, on its most basic level, it's about diagnosing and solving problems, thinking critically, and communicating clearly and effectively. That also describes pretty well what a lot of business development requires. So much of what we do at Aviom is groundbreaking; all of us here need to be good educators. I started at Aviom as a new business development associate, focusing more narrowly on the company's long-term initiatives than I do now.

**What are your short- and long-**

**term goals?**

I want everyone to know the Aviom story. I first learned of Aviom as a user of the monitor system and was so impressed by the product, the technological innovations represented by A-Net, and, over time, the Aviom team. Aviom and A-Net are a great story, and the breakthroughs in A-Net are truly compelling. More generally, I want to help Aviom continue to grow faster and faster and do more and more. Growing pains are, of course, inevitable, but it's crucial that there are people here managing those pains and keeping the design team and sales and marketing teams focused on their key work.

**Where do you see your market heading?**

Networked audio is an area more and more pro audio manufacturers and pro audio customers are interested in. Over the coming years,

## CHANDLER COLLISON



**COMPANY:**

Aviom

**TITLE:** Business Development Manager

**BACKGROUND:**

Previous work as a teacher involved diagnosing and solving problems,

thinking critically and communicating clearly and effectively, which also describes what a lot of business development requires.

**THE MARKET:** The industry insists that audio quality come first, before convenience and cost savings.

digital audio networking is going to continue to mature technologically and improve in performance, and so we'll see analog snakes and analog interconnects less and less. End-to-end digital is the goal, but no one is willing to sacrifice audio quality to get there. Quite rightly, the industry is insisting that audio quality come first, before convenience and cost savings.

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