

Written by Frank Hammel
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BUENA PARK, CA — Hosa Technology named Kyle Lassegard web marketing manager. Lassegard, who had managed Hosa's marketing communications activities for the past two years, is now responsible for all online marketing plans and programs.

More details from Hosa Technology (www.hosatech.com):

With a background that encompasses the past two years overseeing Hosa's marketing communications activities, Lassegard is also well versed in studio recording, information technology, and sales—making him an ideal fit for this newly created position. He will continue to be stationed at Hosa's headquarters in Buena Park. Lassegard's new position commenced January 2013.

As Hosa Technology's new Web Marketing Manager, Lassegard oversees a number of crucial and highly visible operations for the company. He now develops and executes all online marketing plans and programs, including website development and utilization—coordinating Hosa's online marketing efforts with the company's print and other traditional marketing programs. This involves directing the company's graphic artists, writers, and web developers in all aspects of Hosa's website. Similarly, Lassegard assists the company's sales management in working with its strategic partners to ensure Hosa's brands are fully and properly represented on their websites. In collaboration with marketing management, Lassegard plans and oversees those advertising and promotion activities that are specifically linked to the company's web presence and he communicates with outside advertising agencies on all ongoing promotional campaigns, traditional as well as online, including assistance with ad contracts and placement.

Lassegard's background covers a wide range of experiences that make him ideally suited to his new position at Hosa. He served as an IT Specialist at Torrance, CA-based Medical IT Solutions. In that position, he set up and maintained all client systems, including servers,

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networks, and workstations and worked directly with clients to troubleshoot and resolve technical issues. Prior to this, Lassegard was an Audio & Imaging Specialist at Fortuna Classical Music in San Diego, CA where he performed music and dialogue editing while constructing audio podcasts for advertising campaigns. As a recording engineer, he has produced, recorded, and edited numerous independent artists and performances in preparation for the distribution of online content.

Lassegard commented on his new role with Hosa Technology, “These past few years have been terrific for me. I am very fortunate to have been afforded the opportunity to learn Hosa’s business from a variety of perspectives and this experience has prepared me to further assume the responsibilities that entail the company’s online initiatives. I have always had a passion for music and audio and, with my interest in web technology and its potential for online marketing, I feel as though this opportunity represents the best of both worlds. I look forward to further contributing to Hosa’s continuing growth.”

Jonathan Pusey, Hosa Technology’s Vice President of Sales and Marketing, echoed Lassegard’s enthusiasm. “From day one, Kyle has demonstrated a unique combination of marketing savvy and enthusiasm that is contagious,” says Pusey. “Kyle is a self-starter who knows how to take the ball and run with it. He’s already contributed to this company’s growth in numerous ways and I’m absolutely confident he will excel in this new capacity. All of us at Hosa are very happy to have him as a vital contributor to our team.”