



For Immediate Release

Press Contact: Bryan Schmitt

(408) 968-2074

bryans@mobilesolutions-usa.com

Bill Jackson to Present State of the Industry at MasterTech Expo

Rockford Corporation CEO to focus on retail empowerment, preparation for change

TEMPE, ARIZ., February 7, 2022 (MEDIAWIRE)— Mobile Solutions announced that Bill Jackson, president, and CEO of Rockford Corporation, will present a State of the Industry address at the first annual MasterTech Expo, scheduled for March 6-9 at the Mesa Convention Center in Mesa, Ariz. The presentation will take place on the last day of the show, preceding the MasterTech Build-Off awards ceremony sponsored by Rockford Fosgate.

Jackson will share his thoughts on keys to success in our complex and constantly evolving business landscape. He will also discuss the benefit of assessing your business to create change through focus, investment, and execution so that retailers identify and adopt new methods of business.

Bill Jackson has had a colorful industry career, starting in retail sales at Iowa's Audio Room in 1980. He advanced to managing multiple stores for the company until founding his own rep firm 12 years later. Joining Rockford Corporation in 1995, Jackson worked his way from Sales Manager to Brand Managing Director, and on to Vice President of Sales and Marketing before accepting the roles of President and CEO in 2006. Jackson has a Bachelor of Fine Arts from Coe College and attended the Advanced Management Program at Harvard Business School.

"I was honored when Bryan asked me to share my insights with the attendees of the first MasterTech Expo," said Jackson. "We think MasterTech Expo is brilliant because it focuses on where our industry is going: away from the content itself and more toward how content is personalized and experienced. Rockford fully supports this event's mission of equipping our retailers and their staffs with the knowledge and skill to meet new market possibilities, and we look forward to being a part of it."

For more information, or to register for MasterTech Expo, please visit mastertechexpo.com.

Image: mwi.re/Jackson-MTE

About Mobile Solutions

Mobile Solutions USA is an innovation-driven company creating tools and delivering training that enable custom automotive electronics, audio and interior installations progress with a level of efficiency not often achieved in the aftermarket automotive business. With the patented Smart Templates™ brand of design tools and many other innovations, Mobile Solutions USA serves the aftermarket automotive technician, fabricator and retail store community through direct sales and distributors around the globe. For more information visit mobilesolutions-usa.com.

#