

FOR IMMEDIATE RELEASE:

**Daryl Conrad Wilson**

**Promoted to President and CEO of Wilson Audio**

**Dave Wilson Turns His Focus to Working with Design Team**

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Dave Wilson recently observed that even if he were an accountant he'd still design and build loudspeakers. It's in his blood. Even as a young teenager, Dave was obsessed with the sound of live music. He was enthralled with the idea that an audio system—specifically its transducers—could temporarily suspend disbelief, could momentarily convince the listener that what he was hearing was the real thing. He felt compelled to discover the salient factors responsible for believable music reproduction. What was it about certain combinations of drivers, cabinet materials, and even the geometric arrangement of those drivers that produces an intellectually and emotionally convincing verisimilitude of live music? It was Dave's search for the answers to these questions that ultimately led he and his wife and lifelong business partner Sheryl Lee to form a company they called Wilson Audio.

Dave's idealism, passion, and a certain genius for the scientific method fueled the business as much as did Sheryl Lee's business savvy. The two formed a very synergistic business partnership—as well as a very happy marriage, which just celebrated its 50th anniversary. Their first commercial loudspeaker was the WAMM (Wilson Audio Modular Monitor). The WAMM's proprietary (and patented) adjustability in the time domain via movable modules was revolutionary. This ability, which enabled proper propagation delay for each installation, has underpinned the inceptional methodology for every large Wilson loudspeaker since.



It's an understatement to suggest that the WAMM took the world by storm. After hearing it, Peter Moncrieff famously proclaimed in International Audio Review that the WAMM was "audio in its noblest form." Larry Archibald, then the publisher of Stereophile, said the WAMM was "...the most enjoyable speaker system I've listened to, and significantly valuable as a diagnostic tool."



The early days of Wilson Audio were difficult and challenging. Thankfully, Dave and Sheryl Lee survived the growing pains endemic to early-stage entrepreneurship. Their fledgling business grew from their garage in Northern California into larger and larger commercial spaces, and finally settled in a state-of-the-art facility in Provo, Utah—the small town where Dave and Sheryl Lee first met while attending college. Together they built a company and a brand on a foundation of authentic values. These core philosophies are as valuable and important to Dave and Sheryl Lee as are the state-of-the-art products the Company designs and builds.

It is fitting and perhaps even poetic that after leading the effort for dozens of industry-changing designs, Dave has come full circle back to his original concept—the WAMM. As most of you know, Dave's primary focus for the past several years has been the new WAMM Master Chronosonic, a flagship loudspeaker worthy of the original's legacy. The intensity of thought and dedication of the project has also reminded him that it is this aspect of the business he loves most. As he now nears the completion of his magnum opus, he has come to the conclusion that in many ways his work with this groundbreaking loudspeaker has only just begun. He realized that in order to dedicate his time and attention to the WAMM and other similar projects, it would be prudent and desirable for him to step aside as President of Wilson Audio and turn over the reins of the operation to a worthy successor.

Thus, Wilson Audio announces that David A. Wilson will step aside as Wilson Audio's President, and step away from his administrative, day-to-day involvement at Wilson effective immediately. He will continue to function as the "WAMM ambassador," and remain an active member of the Design and Engineering team. As Dave himself once said: "Loudspeaker design is in my blood; I couldn't give it up even if I wanted to..." Sheryl Lee will also step down as Wilson Audio's Vice President. However, both Dave and Sheryl Lee will continue to be involved in various aspects of the business, Dave as Wilson's Executive Board Chair, Sheryl Lee as its Vice Chair.

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We are very pleased to announce that Daryl C. Wilson will be promoted to the position of Chief Executive Officer and President of Wilson Audio, and take over Dave and Sheryl Lee's responsibilities as the active manager of the Company, along with Korbin Vaughn, who will remain Chief Operating Officer.

It is axiomatic to say that Daryl grew up with Wilson Audio. He lived it, was there when his parents struggled during those nascent days, has been intimately involved with the Company in

one way or another since he was a young child. Many of the early photos of Dave's WAMM prototype show a towheaded Daryl perched on his Dad's listening chair, his eyes closed, listening intently.

It's fair to say that Daryl worked his way to his current position from the bottom up. Daryl has done it all at Wilson: from sweeping the parking lot and cleaning toilets, to working in service and sales; from twisting wires in a small garage in California, to assembling composite loudspeaker enclosures in Wilson's Provo facility; from pushing the proverbial envelope in the acquisition of cutting-edge measurement and engineering tools, to leading the research, development, and engineering team for several of the most important and well respected loudspeaker design projects in the Company's storied history. Along the way, Daryl gained insights into nearly all aspects of the business of Wilson Audio.

Daryl has been involved in the development of thirty-one of Wilson's fifty-seven products and, most recently, assumed a leadership role as Wilson's Vice President over Research and Development. For the past several years, he has enjoyed working with and leading some of the most talented and experienced engineers in the audio industry. The engineers and members of the design team have a nearly a century of experience at Wilson Audio between them. With Daryl at its head, Dave gave the R&D department more freedom to exercise its knowledge and experience. Daryl aspired to reach a point where each successive new-product design would be elevated to a level where Dave (with active participation with Daryl) was able to do the final fine tuning. He has been extremely successful in this undertaking—a direct result of Dave's initiative and intense commitment to mentor Daryl and the design team. It is a group of talented individuals who share Dave's core values and his deep and wide technological insights and knowledge.



Since Daryl was able to lead the design team so effectively, Dave has been free to work on other projects, chief among them his new WAMM. Indeed, it's true to say that without Daryl and his commitment to continue the critically important work of developing Wilson's core products, Dave would have never had the luxury to devote the cubic time necessary for a design as ambitious and complex as the WAMM. As a result, Dave has been able to push the WAMM to unprecedented performance heights. During that time, Daryl led design efforts for the Center 2, Surround 2, Center 3, Duette 2, Mezzo Convergent Synergy, Polaris Convergent Synergy, Alida, Center 3 Convergent Synergy, Sasha Series 2, Sabrina, Alexx, and Yvette.

Daryl has an educational background in business and art. He obtained a bachelor's degree in International Business from Utah Valley University. But he also possesses the heart of an artist. His sense of visual beauty and inventiveness works to profound effect in his industrial designs, the fruit of which are some of Wilson's most striking loudspeakers. You can see his eye for an intricate attention to detail, combined with a fluid, organic, sophisticated, and graceful design aesthetic in the Alexx, Sabrina, and, most recently, the Yvette, all for which Daryl was the lead designer.



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**A small sampling of the accolades for Sabrina, Alexx, and Yvette:**

“The Sabrina caught me off guard. I expected a level of excellence commensurate with Wilson’s reputation; yet, on paper at least, the very idea of greatness seemed like a stretch. Turns out it wasn’t. The Sabrina provided some of the finest listening sessions I’ve ever had...” *the absolute sound* on **Sabrina**

“The Wilson Audio Alexx speakers made me pay attention in a way that no other speaker system ever has.” *Digital Trends* on **Alexx**

“I do not know what magic Daryl Wilson is using but it is surely a hypnotic spell binding performance that these speakers manage to give.” *HiFi News and Record Review (also Speaker Shack)* on **Yvette**

The beauty of Daryl’s designs is not merely skin deep. For the past decade, Daryl has worked very closely with his father. A talented, willing, and motivated protégée, Daryl also brought his own sensibilities and an intense vigilance for details to the process. Daryl understands that everything matters—also a core value of his father’s. No detail is too small to avoid Daryl’s scrutiny. The clear understanding that each decision will either enhance or detract from a loudspeaker’s ability to sound real drives his operational design method. As a result, Daryl’s designs are remarkably holistic. It is no accident, then, that each of his three latest efforts, Sabrina, Alexx, and, most recently, the Yvette, has redefined the art of music reproduction in their respective categories.

Other key members of the management team will continue in their roles—Korbin Vaughn as Chief Operating Officer, Jay Beck as the Chief Financial Officer, Trent Workman as the Director of Sales, John Giolas as the Director of Marketing, Peter McGrath as the Sales Manager, and Jerron Marchant as the Service Manager.

It has always been Dave and Sheryl Lee’s desire that the Company and its uniquely authentic culture continue on in their eventual absence. They have always understood that one of the biggest challenges for passion-driven businesses is that the founders are typically central to a company’s success. Therefore, a key element to their business plan has always been to surround themselves with talented individuals who share their idealism and a commitment to Wilson’s core values. The craftsman who build the product, the group of engineers who design it, those who sell and service it—each of them are deeply committed to the organizing principles of Wilson Audio.

In that vein, Daryl Wilson’s new position is yet another key step in Dave and Sheryl Lee’s efforts to ensure that the values that embody Authentic Excellence™ continue uninterrupted far into the future. Please join us in congratulating Daryl in his new position as CEO and President of Wilson Audio.

