



## Meet the Team

This month, we sit down with Ravindra Parmar, Product Manager, Clockaudio Ltd.

With a global presence, Clockaudio Ltd and Clockaudio NA have a diverse and truly experienced team worldwide. As part of our “Meet the Team” series, we turn to the UK to learn more about Product Manager, Ravindra Parmar, his unique background and the key role he plays in product development for Clockaudio.

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In speaking with Ravindra (who most people call Ravi), you can't help but be taken by his energy and his zest for life. With a wide array of diverse experience, he has found a way to channel his many talents as an integral part of the Clockaudio team.



Ravi's journey toward Clockaudio started after he graduated with a degree in Electrical and Electronic Engineering. Out of school, he first worked for a company designing mainline telephone exchanges. He then moved to Digital Equipment Corporation (DEC) where his first project (back in 1983) was to design a color graphics card that plugged into a mainframe computer. He designed a number of hardware and software projects and in doing so moved to consultant level, and commercial work. He became a project manager, delivering multi-million-dollar projects, and then Product Manager. He went on to later work with SONY to head up one of their EMEA business lines as well as with Tandberg Television and Ericsson before joining Clockaudio.

**When did you begin working with Clockaudio and what is your current role with the company?**

I started work on July 10<sup>th</sup>, 2017. My current role is Product Manager and Head of R&D.

**What were some of your previous roles and positions that help you in your role at Clockaudio today?**

My previous roles have been with DEC, Sony Broadcast, Tandberg Television (which was purchased by Ericsson in 2007). During the more than 16 years spent at DEC, I had a great grounding in design engineering, Project Management and Product Management. While at Sony, I started off as the EMEA Product Marketing Manager and then later headed one of the EMEA business lines. I left Sony after four years, and having completed a master's degree in Business Administration, joined Tandberg Television as their Global Product Manager and continued in that role for just over 12 years. So, I've been in the broadcast industry for over 16 years and prior to that, in the IT industry also for over 16 years.

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My career has virtually seen the full gamut of roles – from design engineering, to engineering consultant level, Project Management, Product Management, negotiating and managing global partnerships and heading up a business line. I bring all the skills I acquired while employed in major corporations to help take Clockaudio forward.

**How did you first get interested in audio technology?**

Well, I've been a consumer of this for a long time. I've been mic'ed up for TV and radio programs and have also used different mic technologies during audio and video conferences and discussion panels at conferences. However, as a lay person, I've relied on the professionals to provide me with the right mics for each event. I've used many different types of mics and have always wondered how the professionals knew which style of mic to use for each application, and more specifically, what makes the mics unique for certain applications. However, I never took this curiosity to the next level: to sit down and analyze it. It's only since I joined Clockaudio that I've had the opportunity to understand what makes the mics unique for certain applications and understand the market segmentation.

**What do you feel Clockaudio does better than any other manufacturer in the microphone industry?**

I think the most unique thing about Clockaudio is the emphasis we put on the quality of the sound, how it feels and how the product performs. Having been a user of various mics, I can understand the importance of good audio quality and how the unit feels when you hold it. Comparing the products on paper or on a computer screen, does not give you the true picture. You only get this when you hold and use the product. I believe this is where Clockaudio scores high above others.

**What do you see as the biggest challenge in audio conferencing today?**

There is a lot of de-skilling going on in the industry and the audio-conferencing world moving towards a more IT centric environment and decisions being made by the IT experts. The introduction of Dante networks has reinforced their belief that the packetized digital sound is just a case of IT/network routing, which in principle it is. However, the nuances of getting this packetized audio to sound good requires more than simply IT knowledge. In general, their knowledge about what true sound should sound like is limited by their experience. So, there are multiple challenges – education, use of appropriate technology, agility, customization as customers become more discernable regarding aesthetics and of course the price.

**What is your favorite part about working for Clockaudio?**

Generally, in most companies there is healthy tension between product management and R&D. Product Managers want the products out as fast and as cheaply as possible without compromises to quality but with more features than the competitors. R&D has a budget and physical constraint as to what can be delivered in the time frame needed. The past companies I worked for were large, multinational corporations where these functions were separate and there was a bit of entrenchment. At Clockaudio, being responsible for both means that I have the internal battles and arguments with myself. This is a unique, enjoyable and an exciting position to be in.

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**How has the company changed over the years?** Clockaudio has been focused primarily on the conference markets and analog products. With the advent of Dante and digitization, it's now dedicated acquiring and honing the necessary IT skills. The company is adapting to this new reality without losing its prime focus on audio and product quality.

**Where do you see the future of microphone design and Clockaudio going?**

I can see us retaining our traditional analog microphone market with a refresh of the product lineup, and I see us expanding our product lineup to meet the demands and requirements for new markets. I further see us working more with partners in trying to create solutions and increasing our footprints in various geographies.

**Outside of work at Clockaudio, what do you do for fun?**

I have a 2nd degree black belt in Karate, play badminton, and do water-color painting. I also manage two charities and work with local radio and TV.

For more on Ravi, please contact him at [ravindrap@clockaudio.co.uk](mailto:ravindrap@clockaudio.co.uk).