



## [Rich Jackson](#)

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## Experience

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**January, 2010-Present**

### [Rich Jackson](#)

I represent specialty manufacturers of residential control and entertainment products and systems in Northern California, Northern Nevada, and Hawaii. I also provide comprehensive consulting services to manufactures wanting to understand and increase sales to ESC's, utilizing my long-standing relationships with the top CEDIA dealers, Electronic Systems Specifiers, and other related disciplines and influencers to the Residential Systems market.

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**August, 2003- January, 2010**

[Associated Lighting Representatives](#), Oakland, CA

**Sales- [ANSR](#)- Associated Network Systems Representatives.** This is a division of ALR that I was hired to establish, develop, and manage. We started with 4 manufacturers and expanded the line card to include leading manufacturers catering to the CEDIA market, representing key categories in residential electronic and control systems. ANSR represents manufacturers in Northern California and Northern Nevada.

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**1994- July, 2003**

**[Paul Fitzpatrick Company](#)** , San Ramon, CA

**Sales Representative** – I provided sales and marketing, service, training, and design assistance to Northern California / Northern Nevada audio/video retailers and low voltage systems design and installation contractors.

**Represent:** Specialty Audio, Video, and Integration products.

**1994-2000**

**[Select Resources / AVAD Northern California](#)**, Livermore, CA

**Sales Representative** – I was the initial outside salesman for Select Resources and worked for them in conjunction with the Paul Fitzpatrick Co. My position was eliminated when Select Resources established a separate and dedicated sales staff in 2000.

**Distribute:** Specialty Audio, Video, and Integration products. **AVAD** member for Northern California and Northern Nevada.

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**1992-1994**

**[Engineered Environments](#)** , Alameda, CA

**Sales / Systems Designer-** I was responsible for the sales, design, documentation and implementation of low voltage systems for new high-end custom homes. Systems included home automation (systems integration), security/fire, LAN, communication, distributed audio and video, home theater, and video surveillance.

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**1976-1991**

**[Honkers Sound Company](#)**, Berkeley, CA

**General Manager-** I was responsible for most all aspects of this specialty audio/video retailer and early custom installation company. I was mentored by Hank Hong, an early pioneer in Home Theater and custom designed and installed residential audio and video systems.

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**1974-1976**

**[James B. Lansing Sound, Inc.](#)** , Northridge, CA

**Sales Representative-** I was a member of the Northern California Audio Team, providing service and training to specialty audio dealers. I sold and serviced JBL, Tannoy, and HK.

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## Extras

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- Owned and operated Quail Court Recorders.
- Wrote [monthly column](#) for [MIX Magazine](#), recording industry publication.
- Past chairman of AV/PRO, an organization of Northern California specialty audio/video retailers.

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## Education

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Menlo School of Business Administration, Atherton, CA  
College for the Recording Arts, San Francisco, CA

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## Affiliations

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Member, [CEDIA](#)  
Member, [CEA](#)  
Member, [Audio Engineering Society](#)  
Member, [Society of California Pioneers](#)  
Member, [Surfrider Foundation](#)  
Member, [Oakland Yacht Club](#)  
Member, [Oakland Heritage Alliance](#)

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