



**CATALYST ACOUSTICS GROUP**

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### **Catalyst Acoustics Group appoints Chris Mazzone as Digital Marketing Manager**

**AGAWAM, Mass. – June 27, 2023** – [Catalyst Acoustics Group](#) (CAG), the parent company of an elite group of acoustic, seismic, vibration and noise control companies currently including [Fräsch](#), [IAC Acoustics](#), [Kinetics Noise Control](#), [Lamvin](#), [Noise Barriers](#) and [Sound Seal](#), is pleased to announce the appointment of Chris Mazzone as its new Digital Marketing Manager. In his role, Mazzone is responsible for website content and maintenance across all Catalyst companies' websites, tactical execution of paid marketing campaigns, email marketing and social media strategies.

He joins Catalyst Acoustics Group possessing more than two decades of relevant, progressive experience in B2B and B2C organizations. He most recently served as the Senior Manager of Growth Marketing at Dapper Labs, a blockchain technology company, where he conducted user research, managed strategic partnerships and optimized the digital user experience to improve conversion and activation rates. Prior to this role, he was the Senior Digital Marketing Analyst at GAF, North America's largest roofing and waterproofing manufacturer, where he helped grow a team of digital marketers and contributed to an integrated marketing campaign strategy that resulted in exponential sales growth.

A graduate of Montclair State University, Mazzone focused his studies on Marketing and Management Information Systems. He also attended Quinnipiac University where he pursued communications courses and was the sports editor of the Quinnipiac Chronicle. A Certified Marketer, Mazzone also possesses several certificates from Google in the areas of Display Advertising, Mobile Sites, Search Advertising and Analytics, to name a few.

Outside of work, Chris serves as the Co-Founder and Secretary of the Board of Directors for Lotsa Heart Animal Sanctuary, a 501c3 non-profit based in South Carolina that rescues and boards abused, neglected and unwanted animals.

Of the hire, Jennifer Chagnon, Catalyst Acoustic Group's Chief Marketing Officer shared that, "As Catalyst continues to grow, it is becoming exceedingly important to align ourselves with individuals who are curious and innovative. Chris has a passion for marketing innovation and understanding consumer insights. This combination of skills and his highly technical mindset are a welcome addition to our team."

Neal Kneeven, Catalyst's Marketing and Brand Manager, echoed Chagnon's enthusiasm stating, "We are excited for the continued success we can achieve with Chris' contributions."

For more information about Catalyst Acoustics Group or its group of companies, visit [catalystacoustics.com](http://catalystacoustics.com).

#### **ABOUT CATALYST ACOUSTICS GROUP**

Catalyst Acoustics Group is the parent company of an elite group of acoustic, seismic, vibration and noise control companies that together, offer the broadest portfolio of noise control solutions in the market today. The independent brands, channels to market, products and services offered by each business remain unique, while



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leveraging the deep functional expertise, broad channel reach, significant financial resources and much larger scale of the combined Catalyst Acoustics Group.

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