



Gordon Dutch - CEO



## Profile

Gordon is a dynamic and highly experienced CEO/Exec VP with over 25 years in the AV Industry. Gordon has built numerous brands and businesses from nothing to successful award-winning and global status, often during the most challenging of times that the UK and global economies have seen. Gordon has vast experience and knowledge across many business sectors, especially within the UK & EMEA Pro-AV, CE & IT markets. Gordon has an extensive network of high-level Professional AV & CE contacts globally, including manufacturers, distributors, AV consultants, system integrators, retailers and the press. Gordon specialises in business consultancy, sales introductions, marketing, press & PR.

## Awards & Accolades

### **January 2025 - - Inducted into the SCN Global Hall of Fame for Contribution to the AV Industry**

In January 2025, SCN, one of the leading US Pro-AV titles, announced Gordon in their 2025 Hall of Fame. An honour usually bestowed only upon US citizens.

### **January 2025 – Inducted into Commercial Integrators “Living Legends” series. My number #65 for Contribution to the AV Industry**

In January 2025, Commercial Integrator, one of the other leading US Pro-AV titles, announced Gordon in their Living Legends series. This honour is also usually only bestowed upon US citizens, so his inclusion was another unexpected honour.

### **April 2020 - Queens Award for Enterprise**

In recognition of Peerless-AV's incredible growth, on 21<sup>st</sup> April 2020, Peerless-AV Limited was awarded the Queen's Award for Enterprise for International Trade 2020. Only around 7000 UK businesses have received this award since 1965, and it should have involved a trip to Buckingham Palace, but unfortunately, that was cancelled due to COVID-19. The UK government very carefully audits all entries, and the award relates to the export sales and business development during Gordon's tenure as Exec VP EMEA and global shareholder at Peerless between 2012 and 2018.

### **June 2017 - Inducted to the Global Hall of Fame for Contribution to the AV Industry**

In June 2017, Installation International Magazine inducted Gordon into their Global Hall of Fame for Outstanding Contribution to the AV Industry in recognition of his achievement.

### **May 2009 - Lifetime Achievement Award to the Mobile Electronics Industry**

In May 2009, Gordon became the youngest ever person to receive the Lifetime Achievement Award for services to the Mobile Electronics Industry from Mobile Electronics Magazine.

#### **April May 2008 – Who's Who of Britain's Business Elite**

In 2008-2010, Gordon was included in the "Who's Who of Britain's Business Elite" publication for the UK's Fastest Growing Businesses in the UK.

On top of these brief career highlights, BBG Distribution and Peerless-AV won an incredible array of awards and press, including Distributor of the Year for virtually every brand they ever represented.

#### **More Detailed Work Experience**

##### **• CEO at Re-Sauce**

**Feb 2021 - Current**

In February 2021, Gordon and two other veterans of the Pro AV industry launched a new consultancy business called Re-Sauce [www.re-sauce.net](http://www.re-sauce.net). Together, they have over 60 years of experience in building, running, buying, selling, and even floating AV businesses. Re-Sauce was created to offer a comprehensive range of business consultancy services. These services include working at board level on mergers and acquisitions, sales strategies and business development. Additionally, they provide a full-service marketing agency, press & PR support.

Re-sauce has become a valued partner to several AV businesses, and by leveraging Gordon's experience and contacts, these businesses have experienced rapid growth in their sector.

##### **• Non-Exec Peerless-AV EMEA & Consultant**

**Oct 2017 - May 2021**

In 2016, Gordon stepped down as Exec VP of Peerless-AV EMEA to become a Non-Exec Consultant/Director on the EMEA board and continued to help set strategy on the Peerless global board. His primary responsibilities included finding a replacement(s) for his role and helping guide the business through the 'post brexit' phase.

##### **• Exec VP EMEA & Shareholder Peerless-AV**

**May 2009 - Oct 2016**

In May 2009, Gordon sold/merged BBG Distribution Ltd to Peerless Industries Inc, becoming one of the owners of Peerless globally, joining the global board and creating a new brand called Peerless-AV. Gordon took Peerless-AV from a virtually unknown brand in the EMEA to a market leader, with a multi-lingual website, staff, support and service, including sales teams across all the significant territories of EMEA. Gordon sold off the BBG Car Audio business and opened a new business in UAE with a 3<sup>rd</sup> party warehouse in Dubai. Peerless-AV now has a 3<sup>rd</sup> party Middle East business, an EMEA warehouse in Holland, as well as their UK HQ.

Under Gordon's leadership, Peerless-AV created specific EMEA products with local manufacturing across Europe. The business delivered increased sales YoY, and Gordon led the re-development of the company from BBG, which was mainly a retail-focused business, to Peerless-AV, a fully Pro-AV focused Export leading business.

Gordon personally opened most of Peerless-AV's major Pro/CE distributors across EMEA, including Also Actebis, Exertis, Ingram, Midwich Group, Tech Data & Westcoast, to name a few. Gordon also oversaw global business development, all EMEA sales, marketing, press and

PR, had full responsibility for all EMEA P & L and helped lead the global business development team..

- CEO BBG Distribution Limited April 1996 - May 2009

In 1996, Gordon became CEO of BBG Distribution Ltd and bought out the other two shareholders, selling his shares in Prestige, the retail chain. Gordon moved BBG into the fast-growing home audio and CE markets and became the exclusive Distributor for many award-winning brands, including Nakamichi and Polk Audio. BBG became an authorised supplier to Harrods, Selfridges, John Lewis, House of Fraser, Costco, Dixons/Car Phone, Shop Direct, Argos and many other major UK and European retailers, including Darty.

- Founder BBG Distribution Ltd April 1993 - April 1996

1<sup>st</sup> April 1993 BBG Distribution Ltd officially started trading. BBG went on to become one of the largest CE distributors in Europe. BBG worked as a "supplier/consultant" to McLaren, Aston Martin and Bentley for OEM solutions and, during this time, developed a significant following in retail press and TV. BBG's products were featured in all major specialist press and even on UK TV with Big Breakfast and MTV. Gordon's active role was mainly sales & marketing, overseeing all the sales and developing all brand literature, advertising, and the launch of the BBG website, B-B and B-C business.

Founder Prestige Car Audio April 1990 - April 1993

Gordon opened the first Prestige Car Audio retail store (one of 5), and it soon became the UK's number 1 car audio retail store with an extensive portfolio of A-list celebrity clients across the UK and EMEA. Prestige was featured on Sky News, The Times, other national newspapers, BBC Radio, and hundreds of specialist magazines. BBG won numerous titles in car audio sound and installation across Europe. Gordon's role was to manage the main UK store and the installation teams and run the sales and marketing.

## References - More available upon request

John Potts – Global President & CEO of Peerless-AV

"Peerless-AV would like to pay tribute to Gordon and his team's incredible work since 2009. Peerless was a well-known brand in the US, Canada, and South America. However, its sales and brand awareness have been massive since we launched Peerless-AV EMEA in 2009. Gordon's strategic leadership and incredible work ethic, along with the dynamic leadership of a best-in-class team, which he assembled, has led Peerless-AV to the forefront of the AV businesses and opened new areas of opportunity, including our very successful outdoor displays, kiosks and LED systems."

Mike Blackman – Managing Director Integrated Systems Europe (ISE)

"I have known and worked with Gordon for well over 10 years and, in that time, have been hugely impressed with his impact on our industry. When Peerless first booked a small booth at ISE in 2010, I doubt anyone could have foreseen their incredible success under Gordon's leadership. He has passed on his knowledge, energy, passion, and drive to the superb team he has assembled, including all of us within the AV Industry. I am confident that whatever Gordon chooses to do next will be a massive success, as all his previous exploits have been!"

**Stuart Cook, ex-Chief Executive, CIH Group (Euronics UK)**

"Gordon has an incredible amount of contacts and knowledge of our industry. He does whatever you ask of him with great application and enthusiasm. This, along with a drive to achieve and demonstrate how you can be successful in the markets he operates in. A very rare breed of character with an incredible engine!"