

ROE Visual Welcomes Josh Tonasket as Senior Sales Manager

Chatsworth, USA (February 2026) – ROE Visual, a global leader in LED display technology, is proud to announce the appointment of Josh Tonasket as Senior Sales Manager in the United States. In this role, Tonasket will support ROE Visual's strategic expansion into the fixed-install and corporate AV markets, building on the company's established leadership in live events, broadcast, and virtual production.



Tonasket brings more than two decades of experience in professional display technologies, with a career defined by trusted partnerships, complex project delivery, and collaboration with some of the industry's most discerning end users, AV integrators, and consultants. He joins ROE Visual following nine years at Planar, where he contributed to numerous high-profile and technically demanding deployments.

"Throughout my career, I've been fortunate to work with teams and partners who value collaboration, trust, and doing things the right way," said Tonasket. "Those relationships have shaped my professional journey, and I'm excited to carry that experience forward as ROE Visual continues to expand its presence in fixed-install and corporate AV environments."

Josh's decision to join ROE Visual followed conversations with the team and a shared alignment around how the company plans to grow. ROE Visual's strong reputation in the market, paired with a clear commitment to expanding its AV integration business, made the opportunity a natural fit. His background closely mirrors ROE Visual's strategic priorities as the company continues to invest in building a knowledgeable, well-connected team to support long-term growth.

“Having Josh join the ROE Visual team is an exciting step for us,” said Frank Montero, Managing Director, ROE Visual US. “He’s an industry veteran with a strong track record, and he’ll play an important role in strengthening our relationships within the AV integration community and supporting our continued growth in North America.”

“We’re excited to welcome Josh to the ROE Visual U.S. team,” added Grace Kuo, CSO of ROE Visual. “His experience across fixed installation and corporate AV, combined with his collaborative approach and reputation for trust, make him a great fit for where we’re headed. As ROE continues to expand beyond our foundation in live events, broadcast, and virtual production, Josh’s leadership will be key in strengthening our presence in the U.S. market.”

Josh’s addition reflects ROE Visual’s continued commitment to supporting AV integrators through proven technology, trusted partnerships, and long-term investment in the fixed installation market. In his role, he will focus on strengthening relationships, shaping market strategy, and supporting customers and integrators as ROE Visual continues to raise the bar for reliability, precision, and performance in fixed-install and corporate AV applications.

About ROE Visual:

ROE Visual delivers cutting-edge LED display technology that empowers creatives, designers, and technical professionals worldwide to bring their visions to life.

Founded in 2006, ROE Visual creates the world’s finest LED display solutions by combining advanced technology, premium components, and a passion for innovation. This dedication has set ROE Visual as the industry standard in markets spanning Touring, Virtual Production, Broadcast, and Fixed Installation.

With headquarters in China and a robust network of regional offices, ROE Visual provides expert knowledge, personalized service, and comprehensive global support.

More info: www.roevisual.com/en/