

Jeremy Burkhardt Ignores Non-Compete, Buys Soundcast

Written by Marco Attard
26. 02. 2013

Former SpeakerCraft owner and president **Jeremy Burkhardt** is unfazed by the non-compete parent company Nortek wants to enforce-- so much so he went ahead and **acquired wireless outdoor powered speaker maker SoundCast**.



Longtime business partner Jeff Francisco joins CEO Burkhardt as CTO (the same position he held at SpeakerCraft for nearly 24 years) while current SoundCast president Mike Weaver and head of business development Oscar Ciornei retain their respective posts.

"I saw so much opportunity in Soundcast with its amazing products and people that I couldn't help but join forces just 8 months after my retiring," Burkhardt says. "Soundcast is an innovative, engineering driven company... The unique opportunity lays in the fact that it's a company with proven cutting-edge wireless, DSP and amplifier technologies with multiple patents under its belt. They've lacked the capital resources to grow the business with more products, marketing and field training initiatives that are necessary for its dealers."

Soundcast is both a speaker business sleeper and leader-- the maker of reportedly excellent wireless outdoor speakers (such as the flagship weather-resistant OutCast) that lacks in capital, sales momentum and, perhaps, a sense of identity. These elements makes it [an ideal acquisition for the colourful Burkhardt](#), who surely wants to get his NIRV (the multiroom A/V and control system Speakercraft killed in April 2012) back...

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You surely remember how [Burkhardt sued Nortek back in January 2013](#) , with allegations the parent company is enforcing a non-compete Brukhardt believes is illegal. He also says Nortek owes him \$1 million, a sum allegedly promised to him by former Nortek chairman Richard Bready after the Speakercraft acquisition.

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