Dennis Holzer, Executive Director of the PowerHouse Alliance

Since joining the PowerHouse Alliance in 2009 as executive director, Dennis leads its 12 distributor members in dealer communication and industry outreach. He represents an overseeing eye of the residential and commercial AV, security, IT, home entertainment and consumer electronics industries. With over 30 years of experience, Dennis has done everything from road warrior salesman, to spending over 15 years as president and owner of Hamburg Brothers, an independent wholesale electronics/white goods distributor. With an extensive background in the consumer electronics industry, Dennis brings a wealth of knowledge to the PowerHouse brand and its member companies. Dennis supports initiatives for dealer training, new technology adoption, and recognizes the importance of distribution for providing dealers with expertise, better service and cost efficiency.