



## EXPERT SOURCE SHEET

**Erik Groset: President and Co-Founder of Digital Group Audio**

### **Areas of Expertise**

- Launching a tech start-up
- Young entrepreneurs
- Consumer electronics
- iPhone/iPod accessories

### **Biography**

The question looms, are you *born* an entrepreneur or do you become one? In Erik Groset's case, he is literally a natural born entrepreneur with the bloodlines to prove it. His great-grandfather, [John P. Groset](#), invented and pioneered the ice cream cone-making machine. Hailing from the suburbs of Chicago, Erik began his business ventures early on as a professional Kool-Aid salesman at the ripe age of seven, selling hundreds of dollars worth of Kool-Aid by the gallon to thirsty construction workers. His various business endeavors have evolved over the years including the launch of one of the world's first websites for selling/trading virtual goods and information within online games.

Erik holds a B.S in Business Administration with an emphasis in High Technical Management from California State University San Marcos. Erik has been honored by being inducted to the Young Inventors Internationals Hall of Fame. In 2007, Erik became the President and Co-founder of Digital Group Audio (DGA). Erik strives to bring innovative products to the market from the perspective of the consumer. When DGA came to fruition, the goal was to create products made by the customer for the customer, an ideal that continues to be exemplified in all products it creates. At only 25 years old, Erik continues to work hard to make DGA a leader in the audio industry, despite the tough economic climate.

### **About Digital Group Audio (DGA)**

Digital Group Audio (DGA) was founded in 2007 as a start-up dedicated to manufacturing innovative, high quality audio/video products that are functional and stylish. DGA travels the world searching for the highest quality parts and speakers to ensure each DGA sound system offers unparalleled sound quality. Products are designed to make consumers lives easier and more enjoyable, without compromising style. DGA is a privately held company based in Carlsbad, CA. For more information, please visit [www.DigitalGroupAudio.com](http://www.DigitalGroupAudio.com).

### **PR Contacts:**

Caroline Callaway (760) 918-0792 | [caroline@boltpr.com](mailto:caroline@boltpr.com)

Anne Carr (760) 918-0834 | [anne@boltpr.com](mailto:anne@boltpr.com)

Jesse Garner (760) 918-0792 | [jesse@boltpr.com](mailto:jesse@boltpr.com)