



Sound of success

By: [Bernadette Starzee](#) February 23, 2016 0

Early in her career, Loriann Shelton joined a privately held automotive sound equipment company, which was then called Audiovox, as a staff accountant. Over the last 35 years, she and the company have grown together.

Shelton was recently promoted to chief operating officer of the company now known as Voxx International Corp. Hauppauge-based Voxx, which completed 12 acquisitions over the last dozen years, has evolved into a publicly traded, global company with more than 30 brands (including Audiovox) in automotive and consumer electronics and accessories categories.

“I’m very fortunate that my career took off here,” Shelton said. “Even though I was an accountant, I was able to get involved in so many areas of the business, such as sales and operations, which allowed me to become well-rounded.”

Prior to her promotion, Shelton served as senior vice president and chief accounting officer. Over the years, she has held various leadership positions within the finance and accounting departments, including servicing as chief financial officer of subsidiaries Voxx Electronics Corp. and Voxx Accessories Corp.

It was the diverse opportunities, as well as the people, that have kept Shelton with the same employer for so long.

“I am happy to have gotten into the company in its early stages,” she said. “I have been fortunate enough to have had great mentors and people that are a pleasure to work with. There are many of us who started here in our 20s, who helped build the organization and are still together.”

In her new role, Shelton will work closely with Voxx’s leadership team, looking at various process improvement programs to enhance efficiencies among the company’s global subsidiaries. She will oversee the corporate shared services groups, including accounting, accounts payable, corporate compliance, credit, customer service, display, human resources, logistics, operations and web services. Shelton also retains her chief accounting officer role.