

## *SpinetiX reinforces its team presence in the USA*

**Hergiswil, Switzerland – April 20<sup>th</sup>, 2021 – SpinetiX, the leader in digital signage solutions, announced today a new team structure in the USA effective immediately to drive the execution of its ambitious go-to-market strategy in the largest digital signage market worldwide.**

SpinetiX is pleased to announce the appointment of **George Preston** as **Vice President of Sales North America**, effective immediately. In his new role, George will lead the implementation of SpinetiX's strategy in the territory. George brings with him 15 years of experience in the digital video space, with 10 of them at SpinetiX. His tenure at SpinetiX includes periods in Asia Pacific, Europe and most recently North America, where he has been responsible for SpinetiX's channel sales and business development activities across the region over the past four years. "George played a key role establishing strategic relationships with Intel and its partners as well as with the recent appointment of Almo Professional A/V as a new distribution partner in the USA. George has the experience and the track record to drive our ambitious growth strategy in North America," said Francesco Ziliani, CEO of SpinetiX.

George will be supported by **Dale Wait**, appointed as **Western Region Sales Manager**. In this newly created position, Dale is now responsible for channel sales and business development activities for the Western Region of the United States and will be a dedicated resource located out of Phoenix, Arizona to assist the company's channel ecosystem across the Pacific and Southwest regions. Dale has a strong engineering background and has been working in technology related positions for over 30 years. Much of his experience has been focused on display solutions including collaboration, video conferencing and digital signage solutions during his tenure at InFocus, NEC, and a SpinetiX Digital Signage Distributor prior to joining SpinetiX directly. "I am delighted to have Dale joining my team and bringing his extensive experience to us here in the USA. Both Dale's sales and technical expertise will be a great asset to the Pro A/V dealer ecosystem" added George Preston, VP Sales North America at SpinetiX.

### **About SpinetiX:**

At SpinetiX, we inspire businesses to unlock the potential of their story. We believe in the power of digital signage as a dynamic new storytelling platform to engage with people. For more than 10 years, we have been constantly innovating to deliver cutting-edge technology that helps our customers shine. Engineered in Switzerland, our comprehensive suite of solutions empowers businesses to realize their full potential. Whether you are looking for a plug & play solution to bring your story to life or a fully customized solution to captivate your audience, SpinetiX is your partner to successfully grow your business. To learn more, go to [spinetix.com](https://spinetix.com)

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