

Press Contact

Marion Van de Graaf
Tel: +33 (0)1 81 89 08 73
E-mail: marion.vandegraaf@analogway.com

For Immediate Release

Analog Way Inc. continues to expand its American subsidiary operations

June 2015 - Analog Way, a leading designer and manufacturer of high-end presentation switchers and image converters, is pleased to announce the appointment of several AV professionals in its American subsidiary. Analog Way has strengthened its team with the addition of Dan Benjamin, Sean O'Reilly and Brian Smith as Regional Sales Managers, and Brian Macauto as Technology Instructor.

Analog Way is expanding its US sales team with the appointment of Dan Benjamin, Sean O'Reilly and Brian Smith as Regional Sales Managers, and bolstered its Customer Support department by hiring of Brian Macauto as Technology Instructor. **Analog Way's** team expansion began several months ago with Jay Gonzalez named new VP Americas. All new hires aim at positioning the American subsidiary for growth and enhanced customer service and support.

Dan Benjamin, appointed Regional Sales Manager for Canada and Northwest territories, has been charged to develop sales business through a network of new and existing partners. Benjamin brings with him over 15 years' experience in the AV industry, including time with **TV One** and **Digital Projection**.

Sean O'Reilly, appointed Midwest Regional Sales Manager, will be responsible for sales and new business development in the heartland states. O'Reilly has been active in the AV and broadcast industries throughout his professional career, including 26 years spent with **Sony Corporation**.

Brian Smith, appointed Southeast Regional Sales Manager, has over 16 years of experience in the pro AV sector. Smith brings with him the rare balance of strong technical knowledge and exceptional sales skills. He will be responsible to strengthen and expand business in the Southeast region.

Brian Macauto was recruited to fill the newly created position of Technology Instructor. In his new role, Macauto will provide technical support assistance and full-time training to **Analog Way's** customers across the nation. Over the past years, having worked for **Alcorn McBride**, **Christie/Vista Systems** and **Magenta Research**, Macauto has established himself as a highly-talented technical expert in the US audiovisual industry.

Jay Gonzalez, **Analog Way's** VP of Americas, comments: *"We're delighted to have Benjamin, Smith, O'Reilly and Macauto join us as we continue to build a world class team. Their expertise will undoubtedly enable us to further grow the business and to better support our customer base"*.

Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is a leading designer and manufacturer of presentation switchers and image converters with worldwide locations. The company designs a wide range of computer to video scan converters, scalars, seamless switchers and up/down converters. The products provide the most advanced solutions in the Broadcast, AV, Rental & Staging, Church, Corporate and Industrial markets.

