

SpinetiX appoints a new Eastern Region Sales Manager to reinforce its team presence in the USA

Hergiswil, Switzerland – January 20th, 2022 – SpinetiX, leader in digital signage solutions, announced today a new team member in charge of the Eastern Region to strengthen its existing US team effective immediately. This new appointment will accelerate SpinetiX's ambitious growth strategy in the largest digital signage market worldwide.

SpinetiX is pleased to announce the appointment of **Tony W. Strong** as **Eastern Region Sales Manager**, effective immediately. With this newly created position, Tony is responsible for channel sales and business development activities for the Eastern Region of the United States and will be a dedicated resource located out of Minnesota to assist the local channel ecosystem. Tony's regional scope includes the states located between Maine and Florida in the East up to Minnesota and Mississippi in Central USA. Tony has strong 20+ years industry experience in the A/V industry having previously been employed at Williams AV. "Tony has the experience and the track record to amplify our ambitious growth strategy in North America," said Francesco Ziliani, CEO of SpinetiX.

Tony's position will further reinforce the footprint that SpinetiX has in the USA, complementing an already strong team led by **George Preston, VP Sales North America** with the support of **Dale Wait, Western Region Sales Manager**. "I am delighted to have Tony joining my team and bringing his extensive experience to us here in the USA. Tony'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 15 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

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