

## Analog Way appoints Philippe Vitali as Marketing and Communications Director

Paris, November 2016 – Analog Way, an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution, is pleased to announce the appointment of Philippe Vitali as Marketing & Communications Director.

Effective November, 2016, Philippe Vitali has been named **Analog Way's** Marketing & Communications Director. He will succeed Franck Facon who left the company at the end of October to pursue new opportunities. Philippe Vitali will be based in **Analog Way's** headquarters near Paris, France.

Prior to his position with **Analog Way**, Philippe Vitali served in different technical and managerial positions. Most recently, he served as Business Unit Manager in a leading global supplier of precision instruments responsible for designing, delivering and promoting a full range of products and solutions. Philippe Vitali joined **Analog Way** in 2014 as Integration and Application Software Director to work on the development of solutions to easily deploy **Analog Way's** systems into automation and IT environments. Based on his key role that was dedicated to fulfilling the integration market's needs and the development of its appropriate tools, Philippe gathered an in-depth knowledge of **Analog Way's** products and the Pro AV market.



Responsible for the brand's global strategy and product offering, Philippe will oversee communications and marketing activities alongside the company's world headquarters located in France, along with the American and Asia-Pacific headquarters. To support **Analog Way's** growth, he will aim to reinforce the company's global market position on traditional as well as new markets.

Philippe Vitali comments on his new role, "I'm thrilled to join the Marketing & Communications team at **Analog Way** and take on this new position that offers a plethora of opportunities and challenges."

Adrien Corso, **Analog Way's** CEO states, "We are delighted to have Philippe in Marketing & Communications. He brings a strong technology background and experience that will be valuable in driving innovation and create opportunities to market new products. I am confident that he will be a major asset in managing and steering this department while continuing to put the customer at the heart of all we do."

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### Analog Way, Pioneer in Analog, Leader in Digital

**Analog Way** is an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution. Since 1989, **Analog Way** has developed and manufactured a wide range of equipment dedicated to Professional Audio Visual applications: presentation mixers, seamless scaling matrix switchers, event controllers, scan converters, multi-format converters, and software & systems integration tools. The products provide the most advanced solutions in the Broadcast, Pro AV, Rental & Staging, Church, Corporate and Industrial markets.

[www.analogway.com](http://www.analogway.com)

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