

Analog Way Strengthens its EMEA Sales Organization

Paris, November 2017 - Analog Way has further strengthened its sales organization in EMEA and is pleased to announce the appointment of Demetrio Faroldi as Sales Director for Southern Europe and MEA, and Johannes van Woudenberg as Sales Director for Northern and Eastern Europe.

To better support sales in EMEA and reinforce relationships with customers and partners in each area, the regional sales force has been split into two separate teams respectively dedicated to Southern Europe and MEA and to Northern and Eastern Europe.



Demetrio Faroldi will lead sales in Southern Europe, the Middle East and Africa. Demetrio Faroldi has been working for Analog Way for nine years as Sales Manager. His sales expertise, successful experience of System Integration (SI) and Rental and Staging (RS) and impressive technical skills will be valuable assets in his new position. He will be based in Milan (Italy).



Johannes van Woudenberg joins Analog Way to lead sales in DACH, Northern and Eastern Europe. Johannes van Woudenberg is a seasoned Sales Director with long international experience in direct and indirect technical sales. He brings to the company an extensive knowledge of the professional video, IT and system integration markets in Germany and Central Europe. He will be based in the region of Upper Austria.

Adrien Corso, CEO of Analog Way, comments, “These two professionals are a perfect fit to further fuel our continued growth, support our geographical expansion and develop our new activities. We wish them every success in their new positions.”

Analog Way - Pioneer in Analog, Leader in Digital

Analog Way is one of the world’s leading designers and manufacturers of innovative equipment dedicated to the professional audio visual industry. Since 1989, Analog Way has developed and manufactured a wide range of high-end solutions and reliable equipment for professional AV applications including video wall processors, mixers and seamless switchers, event controllers and multi-format converters, as well as software and integration tools. Analog Way products provide premium solutions for Rental & Staging, Corporate, Broadcast, Institutional, Education, and House of Worship markets around the globe.

Press Contact:

Valérie Gérôme
Global Communications Manager
Tel: +33 (0)1 81 89 08 73
valerie.gerome@analogway.com

www.analogway.com