

Analog Way appoints Demetrio Faroldi as EMEA Sales Director

Analog Way has named Demetrio Faroldi as Sales Director for Europe, the Middle East and Africa. In his new position, Demetrio Faroldi leads the EMEA sales team to steer the development of sales across the region for the system integration and rental and staging markets.



Demetrio Faroldi has a proven track record of success in sales for Analog Way where he held various positions for over ten years, including most recently that of Sales Manager for Southern Europe, the Middle East and Africa.

"We are delighted to promote Demetrio to this position," comments Adrien Corso, CEO of Analog Way. "In demanding high-end market segments where technology makes all the difference, Demetrio's in-depth technical knowledge, added to his proven sales expertise, will be instrumental to growing our footprint across EMEA."

About Analog Way

Analog Way is a world-leading designer and manufacturer of innovative equipment dedicated to the professional audiovisual industry. For 30 years, Analog Way has developed and manufactured a wide range of high-end solutions and reliable equipment for professional AV applications, including videowall processors, mixers and seamless presentation switchers, media servers, event controllers and multi-format converters. In February 2019, Analog Way launched LivePremier™, a new series of ultra-powerful 4K/8K live presentation systems for high-end staging and premium system integration. Analog Way solutions help deliver uncompromising video presentation experiences to customers in the Rental & Staging, Corporate, Broadcast, Institutional, Higher Education and House of Worship markets worldwide. www.analogway.com.

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