



30th May 2019

Technological Innovations Group Appoints Director of Strategic Alliances for Crestron

Technological Innovations Group (TIG), Crestron's exclusive sales agency for the EMEA region, is pleased to announce the appointment of Charlie James to the position of Director of Strategic Alliances, EMEA, for Crestron.

Charlie joins TIG's Crestron sales team at a pivotal moment in its expansion into the Unified Communications market.

With over 20 years' experience in the Microsoft ecosystem, Charlie has worked with Global Systems Integrators and Independent Software Vendors' building and delivering on their Microsoft Go to Market Strategy's across a wide range of industries and joins TIG from global communications company Poly. During his time at Poly, Charlie was responsible for building peer to peer relationships, delivering go to market campaigns and executing Poly's investment in Microsoft to integrate Voice and Video solutions into the Microsoft technology stack as their Director, Microsoft Alliance EMEA.

Charlie comments "I am very proud and excited to be joining such a dynamic team delivering such dynamic solutions around Microsoft Teams. Working with TIG and Crestron represents an incredible opportunity for Customers and Partners alike".

Robin van Meeuwen, CEO and President, TIG comments "this is an historic moment for our business. Charlie's experience in the field of UC and end user engagement is exactly in line with the direction in which our industry needs to go. Crestron's product roadmap and vision today fits this and I am confident that Charlie will help us grow these alliances successfully".

Dirk Hendrickx, Vice President Sales EMEA adds "We are to excited welcome Charlie to the Crestron team, especially now when the majority of users are engaging in the challenging migration from Skype for Business to Teams® on their desks, and meeting spaces".

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About Technological Innovations Group (TIG)

Headed up by Robin van Meeuwen, Technological Innovations Group (TIG) has evolved out of Future Vision Marketing, which was founded in 1987 to distribute Crestron in Europe. The company works with brands at the forefront of leading-edge technology development.

With a hugely experienced leadership team and staff in locations across Europe, partnering with TIG gives organisations - whether in corporate AV, marine, education, residential and more – a real competitive edge over the competition.

Learn more at www.tig.eu and connect via [Twitter](#), [Facebook](#) and [LinkedIn](#).