



8 July 2019

**Technological Innovations Group appoints Heinrich Mester to further strengthen DACH sales team**

**Cobham, Surrey – 8 July 2019:** TIG (Technological Innovations Group), the leading audiovisual sales agency in Europe, is pleased to announce the appointment of Heinrich Mester to the position of Regional Sales Manager for the key Northern DACH territory. A hugely accomplished sales professional, Heinrich joins TIG with a wealth of audiovisual sales experience in account management and leadership positions.

As part of the established TIG team in DACH, Heinrich will be responsible for liaison with TIG's German Elite Partners and dealers, as well as driving new sales in the region. Drawing on his local market knowledge and business contacts acquired throughout his career, Heinrich is looking forward to joining the fast-growing TIG team: "In a very short space of time TIG has really put itself on the map – not just in DACH but across EMEA. Of course, this is no surprise considering the high quality team Robin has assembled. I'm really looking forward to joining the TIG ranks and continuing the phenomenal growth already achieved."

In his new role, Heinrich will work directly with Olaf Stepputat, TIG's DACH Regional Director. Olaf is delighted to welcome his latest recruit to the team: "Heinrich is a great addition to our powerful DACH sales team. His excellent knowledge of customer needs, and in particular his many years of expertise in the new German states will help to further strengthen Crestron's market position in our region."

Heinrich comments: " Having worked for AMX for 10 years, I have gained vast experience in the industry and consequently I see great opportunity to contribute to the success of the company and in particular Crestron with the help of my existing network."

For more information, please visit [www.tig.eu](http://www.tig.eu)

-ends-

### **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.

#### **Press contacts:**

Petra van Meeuwen  
Marketing and Media Relations Director  
Email: [pvanmeeuwen@tig.eu](mailto:pvanmeeuwen@tig.eu)  
[Mobile : 07940591027](tel:07940591027)

John Houston  
Director, Wildwood PR  
Email: [john.houston@wildwoodpr.com](mailto:john.houston@wildwoodpr.com)  
Mobile: 07703 275812