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TIG Appoints Director Of Sales

TIG (Technological Innovations Group), the leading AV sales agency in EMEA, is pleased to confirm the appointment of Steven Dullaert as Sales Director. The company works with brands at the forefront of leading-edge technology development and Dullaert is responsible for directing sales strategy in the region, identifying new brands to work with, and ensuring sales standards are of the highest level to suit existing and future customer needs.

With 20 years' experience at Crestron EMEA in a variety of increasingly senior roles, Dullaert is a hugely experienced AV professional, and as Robin van Meeuwen, CEO of TIG explains has a perfect blend of experience to take on this important role within the organisation: "I've worked with Steven for 20 years at Future Vision Marketing and he is the ideal candidate for this position. At Crestron EMEA he had positions in various departments, from customer support through to sales and it is this 360° view that Steven brings that convinced me to offer him this position. He was delighted to accept, and I look forward to working closely with him over the coming months and years to realise the exciting vision we have for TIG."

"This is the most exciting role I've undertaken in my career so far," adds Dullaert. "The potential for TIG is enormous. We have incredible reach into the AV end user market which is such a key target for manufacturers, that our portfolio will grow accordingly with some high-quality brands in the near future. Our recent announcement of the new strategic sales partnership with Oblong, is a case in point; Oblong, and its Mezzanine Suite of solutions, is a brand right at the leading edge of collaboration technology and is set to change the way businesses communicate and share data. It is going to be a very exciting journey."

Over the past 30 years, Future Vision Marketing expanded to create a network with 15 offices in 11 countries, with a team of 300 people. In January 2019, Crestron began direct distribution of its products in the region, through its newly established subsidiary Crestron Europe. Now that Crestron Europe is directly responsible for supply, support, and training for Crestron products, TIG will be able to focus its efforts entirely on customers' sales needs. This combined effort is coordinated by Future Vision and Crestron to provide the best possible customer experience.

As a sales agency, Future Vision Marketing is now part of the Technological Innovations Group (TIG), which will be representing various additional product lines complementing Crestron's solutions. Customers will be looked after by the same professional sales teams, and TIG will continue to invest in more people to deliver sales and business development efforts for all vendor partners.

At ISE 2019, TIG announced its relationship with Oblong Industries, and Robin van Meeuwen, Steven Dullaert and the team at TIG are in advanced discussions with more complementary brands, to be revealed over the coming months.

For more information, please visit www.tig.eu

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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.