



## Press Release

6<sup>th</sup> September 2002

### **RGB Communications Ltd strengthen Sales and Marketing Team**

RGB Communications have made 3 major new appointments in the last month that will significantly enhance their sales and marketing drive in support of UK AV dealers.

**Paul Smith** has been promoted to the newly created post of **Business Development Manager**. Paul's prime task will be to work with end users, consultants and AV equipment manufacturers to develop and qualify new business leads for the RGB dealer network. This will involve resolving end users' connectivity and control queries, gaining the specification for the relevant products supplied by RGB and placing such leads with the most appropriate AV Dealers for quotation purposes. This approach does not in any way impact upon RGB's strict policy of supplying the trade only.

Paul has over 16 years experience within the AV Industry, the last 6 years as a Field Sales Executive in the South East of England with RGB Communications. Paul takes up his new role as from 1<sup>st</sup> October.

**Beckie Rothwell** has been appointed **Field Sales Executive** in the South East of England with immediate effect. Beckie comes with a wealth of AV Industry experience, most recently with Prisma Europe. Beckie has worked in both the distribution and the dealer side of the AV industry. Her appointment will significantly strengthen RGB's Field Sales Force presence in the field.

"We are confident that both these new appointments will prove most effective in our continued efforts to support AV Dealers", said Caroline Britt, Sales Director at RGB Communications. "In particular, Paul will be working with the dealers to secure new, value added and more profitable business for all parties."

RGB Communications have also appointed **Adrian Innocent** as **Director of Marketing**, who has taken up the post with immediate effect. Adrian comes with over 25 years sales and marketing experience, mostly in a business-to-business capacity. This includes 6 years in the IT industry with ICL (UK) Ltd and also a period working within the AV Industry as a part time marketing consultant for RGB Communications.

"I am delighted that Adrian has now joined us on a full time basis" said RGB Managing Director Gordon Innocent. "Adrian's appointment will considerably strengthen the management team at RGB and his experience will ensure that we are able to focus even more clearly on our clients' needs".

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#### ***For further information contact:***

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***Note for editors:***

RGB Communications Ltd is the leading UK technical trade distributor of connectivity, control and presentation products for the Audio Visual and Residential markets. Founded in 1991, RGB Communications has established a reputation for delivering high quality products backed by totally professional and friendly technical support and service. RGB have become recognised as “the” source for signal distribution, switching and room control systems.

