



B-Tech Promotion

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FOR IMMEDIATE RELEASE

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B-Tech AV Mounts appoint Nacho Olivé as Business Development Manager for the Spanish Market

Award winning mounts manufacturer B-Tech AV Mounts are pleased to announce the newest member to join their team; Nacho Olivé. Based at B-Tech International (Iberia) in Barcelona, Nacho joins the team in the role of Business Development Manager, covering Catalunya and neighbouring regions.

Nacho joins the B-Tech Iberia team with a comprehensive understanding of the Spanish AV market, having spent a combined total of 17 years in the AV and music industries. Previous B2B roles at Kramer, Yamaha, TechData, Audiovisuales Data and Vitelsa have given Nacho first-hand experience of business as a manufacturer, distributor and an integrator, making him the ideal candidate to deliver a high level of support to B-Tech Iberia's large and varied customer base.

Nacho's appointment follows other recent additions to B-Tech's global sales team; Danny Ng in Singapore and Daniel Horan in the UK, highlighting the continued ambition to offer the highest levels of service and support in territories all over the world.

At a more local level, this announcement follows the recent refurbishment of the B-Tech Iberia office and showroom. Facilities that Nacho and the existing Iberia team will be making good use of for customer training sessions and meetings with key industry partners in a hopefully not too distant, post-Covid world.

Commenting on his appointment Nacho said, "Having known B-Tech for a large portion of my career, as a customer, I was already aware of their position as a market leader. They have a vast range of mounting solutions that are greatly appreciated by AV technicians for their quality, value and ease of assembly. But what particularly drew me to work with B-Tech is their excellent customer service. I really look forward to being a part of the team and upholding these high standards".

Paul Haggarty Director of Operations (Iberia and LATAM) said, 'As part of our expansion programme we are thrilled to have recruited Nacho. He brings with him a wealth of knowledge and experience in the AV sector accrued over many years. With a strong team behind him, Nacho will undoubtedly help us to further develop our business in the region and assist us in maintaining the elite level of service our customers are accustomed to".

Nacho takes up his role with immediate effect and is contactable at nolive@btechavmounts.com

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About B-Tech AV Mounts

B-Tech AV Mounts is an industry leading brand of professional AV mounting solutions which are recognised worldwide for their reliability, robustness, ease of install and design aesthetics. Established in London in 1972, B-Tech is a global organisation with offices and distribution centres located across the globe, providing customer support that combines all the benefits of a global organisation with the focused, dedicated approach of a personal, localised service. B-Tech mounting solutions cover all AV requirements ranging from small, single screens to large format displays, projectors, speakers, interactive touchscreens and UC equipment, as well as large, multi-screen video walls and digital signage. Designed to stringent TUV and UL safety standards by our in-house team of engineers in the UK, B-Tech products are available as wall or ceiling mounts, desktop stands or as freestanding, mobile or bolt-down floor stands. Previous winner of the sought-after AV Manufacturer of the Year crown, B-Tech AV Mounts products are found in prestigious hotels, shopping malls, government facilities, corporate offices, sports stadia, restaurants, airports and conference facilities worldwide.

As part of the B-Tech International Group, the B-Tech AV Mounts brand is accompanied by the following sub-brands; System X, Mode-AL, System 2, Ventry and System V and operates out of the following locations worldwide; UK, Belgium, Germany, Spain, Dubai, USA, China, Singapore, South Korea and Vietnam. These offices and distribution centres are supported by a global network of authorised distributors and dealers, making B-Tech AV Mounts products available in more than 100 countries worldwide.

For more information, please call **+44 (0)1327 300787** or visit www.btechavmounts.com