

Analog Way Appoints Valérie Gérôme as Global Communications Manager

Paris, September 2017 - Analog Way, one of the world's leading designers and manufacturers of innovative equipment dedicated to the professional AV industry, is pleased to announce the appointment of Valérie Gérôme as Global Communications Manager.



In a continuously growing and changing pro-AV industry, Valérie will support Analog Way's fast-paced growth and success by translating the new business strategy into global communications activities to raise awareness of the company as well as its cutting-edge products and services. She will drive the communications activities from the company's headquarters near Paris, France, where she is based, along with the American and Asian-Pacific headquarters. Valérie will report to Philippe Vitali, Analog Way's Marketing and Communications Director.

Valérie Gérôme previously worked for more than 20 years at Ericsson where she held various positions in the corporate, internal and customer communication fields. She gained an in-depth experience of business-to-business communications in a rapidly evolving high-technology sector through a variety of channels including web and social media, exhibitions and events, and media relations. She holds a Master Degree in Communication from the Paris Sorbonne University.

Philippe Vitali, Analog Way's Marketing and Communications Director, states, "We are very pleased to welcome Valérie to Analog Way. She brings a really strong and unique expertise that will be extremely valuable in strengthening our brand as well as promoting the development of new activities and products that will be offered in the years to come".

Analog Way - Pioneer in Analog, Leader in Digital

Analog Way is one of the world's leading designers and manufacturers of innovative equipment dedicated to the professional audio visual industry. Since 1989, Analog Way has developed and manufactured a wide range of equipment dedicated to professional AV applications including video wall processors, mixers and seamless switchers, event controllers and multi-format converters, as well as software and integration tools. Analog Way products provide premium solutions for Rental & Staging, Corporate, Broadcast, Institutional, Education, and House of Worship markets around the globe.

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