



B-Tech Promotion

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FOR IMMEDIATE RELEASE

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B-Tech International (Iberia) appointments new Sales Manager in Madrid

B-Tech AV Mounts, the award-winning designer and manufacturer of AV mounting solutions, continues to expand its resources throughout Europe with the appointment of Enrique Rebollar Fernández as Sales Manager for central Spain.

Based in Madrid, Enrique is tasked with managing B-Tech Iberia's regional and national key accounts whilst working closely alongside Business Development Manager Andreu Aguilar. Reporting to General Manager, Paul Haggarty, the team will look to increase business not only in their home market but also build on their successes in Portugal and Italy as well as continuing their great work in LATAM and North African territories.

It has been a busy month of key appointments and promotions for B-Tech, with Tom Meylink joining the team as Director of Sales (Europe) and Mark Walker taking up his new post as Director of Operations (UK). This latest addition to the **B-Tech sales team brings additional industry experience and know how**. Enrique's history in AV and IT stretches back nearly 30 years, and his association with B-Tech goes back more than 15 years with him supporting the brand in both retail and pro distribution channels.

Paul Haggarty commented: "I've known Enrique a long time and I'm delighted to have made this appointment. He knows the B-Tech family well and totally understands our ethos and our commitment to providing total customer satisfaction. When Enrique joined us at the BITAM show last week the transition was seamless and he has settled in straight away - It's great to have him onboard and we look forward to building on our B-Tech Iberia successes."

Enrique added: "I am proud to join the B-Tech Group, respected and recognised worldwide in the Audiovisual sector. I have a strong team behind me and I am looking forward to reinforcing and increasing the value and presence of the brand in the Iberian market. These really are exciting times!"

Enrique can be reached at erebollar@btechiberia.com and will also be present on B-Tech's Hall 5 booth throughout ISE 2019.

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Daventry, UK, (28 November 2018) – www.btechavmounts.com - B-Tech AV Mounts



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About B-Tech

B-Tech AV Mounts is an award-winning, family-owned company that has over 45 years of experience in design, manufacture and distribution of audio visual accessories. B-Tech's head office is located in Daventry, United Kingdom. B-Tech's product range is designed by its in-house engineering teams. B-Tech offers a comprehensive range of audio and visual mounting solutions including wall, ceiling and floor stands, and mounts for TVs, displays, projectors and loudspeakers. You can find B-Tech products in almost any location; at home, in your hotel, at your office, in schools and universities, at airports, in hospitals, bars/clubs, restaurants, sports stadia – the list is endless...

The B-Tech International group of companies has offices and distribution facilities in the, UK, Belgium, Germany, Spain, Hong Kong, China, USA, Singapore, Russia, Vietnam, UAE, Norway, Finland, Japan, South Korea, Australia, India, Brazil and South Africa. All of which support a global network of authorised distributors and dealers.

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