

Renowned Industry Expert Jonathan Sheard Joins ROE Visual UK

Shenzhen, China (6 November 2023) - ROE Visual is excited to introduce Jonathan Sheard, a seasoned industry veteran, as Managing Director of their UK team. This appointment underscores ROE Visual's commitment to expanding its presence in the UK market and fortifying its regional operations. The subsidiary, ROE Visual UK sales office, is poised to provide direct support and service, further bolstering ROE Visual's sales prospects in the UK.

Jonathan brings a wealth of hands-on experience and a huge amount of in-depth LED knowledge to the team. His three-decade-long journey in the live event business has endowed him with a deep understanding of our industry's cultural, technical, and commercial aspects. His rich background working within the diverse CT group uniquely positions him to comprehend and serve ROE Visual's client base.



With this extensive experience and a knack for nurturing strong business relationships, Jonathan is eager to embark on his new role, saying, "I am thrilled to be joining such a respected and forward-thinking company as ROE Visual. I'm excited to bring my knowledge and experience to the team and work towards delivering exceptional LED-based solutions to our clients."

Grace Guo, Sales Director of ROE Visual, commented on Jonathan's addition to the UK team, "We are incredibly excited to have Jonathan Sheard join our UK team! Our partnership with Jonathan spans over a decade, and his impact on the industry has been nothing short of impressive. His unwavering commitment to delivering exceptional customer experiences aligns perfectly with the vision of ROE Visual. With his outstanding reputation and proven track record of delivering remarkable results, we have complete confidence in Jonathan's leadership and

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ability to drive our growth and success in the UK market. We warmly welcome Jonathan and are excited to work together to achieve new successes!"

Jonathan starts his role at ROE Visual UK in November with an internal introduction and a planned holiday. **From January 2024** onwards, he will commence his introductory rounds in the UK market and be part of the ROE stand staff at the ISE exhibition in Barcelona.

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About ROE Visual

Founded in 2006, ROE Visual manufactures unrivalled, award-winning LED display technology for a broad range of applications, including touring productions, broadcast, film, live and virtual events, corporate, architectural, retail, control room, and many more. Used by the most significant touring artists and spectacular broadcast events, retail, and architectural installations, ROE Visual's products live up to the exacting demands of the industry's creatives and technologists. ROE Visual products offer maximal creativity, ease of use, durability, and visual excellence. By enabling spectacular and breathtaking visual effects to come to life on a large display format, immersive experiences for performers and audiences all over the globe can be created.

The company enjoys relationships with leading global AV Installers, rental companies, and notable partners in the production, film, and event industry. ROE Visual offers expert knowledge in LED display technology and extensive support on a global scale through its American, European, and China-based teams. For more information, please visit:

[ROE Visual - LED screens and LED display products](#)