

PRESS RELEASE

## **ROE VISUAL WELCOMES SAM SWERTS AS BUSINESS DEVELOPMENT MANAGER** **Strengthening its Position in Belgium and France**

**Leek, The Netherlands (10 June 2024)** - ROE Visual is delighted to announce the appointment of Sam Swerts as the new Business Development Manager for Belgium and France. With a distinguished career in the light and sound industry spanning over two decades, Sam brings a wealth of experience and expertise to our team.

Sam's journey in the industry began in 1998 at Phlipppo Showlights (now Rentall), managing integration projects and later helping expand the rental department. His career continued to evolve as he took on roles at Controllux Belgium as Sales Light and General Manager, Studio 100 in technical production and production facilities, PRG Belgium as Operations Manager, Novid Screen Rental (now Allrent IT & AV Solutions) as Operations Manager, and Sense Audio-Visual focusing on corporate events.

Sam's passion for connecting people and building sustainable relationships is a cornerstone of his professional ethos. As he puts it, "I love a good conversation, whether over coffee or a bite. I just love to meet people and get their stories and insights. Networking and building long-term relationships based on trust and accountability are crucial to me."

Sam's decision to join ROE Visual was driven by the company's reputation for quality and reliability. "ROE Visual, to me, is a company that delivers quality you can rely on. After a good conversation with the team, I knew it was the right fit. The right mindset and shared values in dealing with customers and colleagues made it an easy decision."

"We are confident that Sam Swerts will be a valuable addition to the ROE Visual team, and we're much looking forward to the contributions he will bring in strengthening our presence and relationships in Belgium and France," states Matthijs Meijer, Sales Director for ROE Visual Europe. "

"We are excited to have Sam on board," comments Roelof Bouwman, Managing Director of ROE Visual Europe. "It's paramount that Sam shares our client philosophy, and with him added to the team, ROE Visual can bring our service and support closer to our clients in the Belgium and France region."

Sam starts his role at ROE Visual Europe this week with an internal introduction. After this, he will commence his introductory rounds in France and Belgium.

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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: [www.roevisual.com](http://www.roevisual.com)