



International
Sales Team

FOR IMMEDIATE RELEASE

International Sales Team Appoints Adrian Gioia for LATAM

Queensland, Australia, 29th September 2021 - International Sales Team, a worldwide network of highly experienced broadcast and media industry sales professionals for hire and deployment, has appointed Adrian Gioia in the South American regions. Adrian is located in Mexico.

Adrian is an Electronic Engineer with a Master degree in Telecommunications. He started working in the technical field, but he understood that his personality was for sales positions. In his career, Adrian has been involved with satellite and terrestrial broadcast, both hardware and software, cloud-based solutions, edge cloud solutions, advertising systems, OTT Middleware, Set Top Boxes, Big Data and AI to the main media and telco operators in Latin America.

Adrian has huge experience in the broadcast and media industry and has worked with companies like Ericsson and SAP for Mexico and Latam. Adrian's experience, market knowledge and an excellent track record will strengthen the International Sales Team with new and constant growth in the region.

Roland Schaller, **Sales Force Manager** for International Sales Team, commented "We are extremely fortunate to have Adrian join our team. He brings a wealth of experience across many technologies which is both refreshing and beneficial. Additionally, his experience of working with the LATAM broadcasters and telecommunications operators is invaluable and we look forward to Adrian becoming a key member of International Sales Team."

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About International Sales Team

International Sales Team is an Australian founded, global company that provides Sales Teams as a Service - STaaS.

International trade has always been difficult with foreign languages, local customs and time zones to overcome. With the added restrictions brought about by the global pandemic, successfully presenting products and services in overseas territories may seem unachievable.

Businesses today are familiar with SaaS (Software as a Service) and the practice of moving fixed overheads and Capex to a variable and flexible Opex. Moving your sales team to STaaS and to International Sales Team is the next logical step.

Further information for International Sales Team can be found at InternationalSalesTeam.com

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