Mike Wright New Lawo Vice President of Sales for North America



Lawo, a company with expertise in broadcast and media technology, announces the appointment of Mike Wright as Vice President of Sales for North America. With over two decades of experience in strategic sales leadership across hardware, software, and SaaS solutions, Wright brings a wealth of expertise to Lawo’s growing North American operations. In his new role, Wright will spearhead Lawo’s commercial strategy in the region, focusing on expanding market presence, strengthening customer relationships, and driving brand awareness across key verticals.

“Joining Lawo at such a dynamic time is incredibly exciting,” said Wright. “The company’s innovation and commitment to excellence are unmatched, and I look forward to working with our talented teams and partners to deliver outstanding value to our customers throughout North America.” Wright’s career includes leadership roles at Appear, EditShare, Tektronix/Telestream, and Grass Valley. His appointment underscores Lawo’s continued investment in the North American market and the company's commitment to customer-centric growth.

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Sam Schauland, Executive Vice President North America, commented: “Mike’s track record speaks for itself. His strategic mindset, deep industry knowledge, and passion for customer success make him the ideal leader to take our North American sales to the next level. We’re thrilled to welcome him to the Lawo family.” With Wright at the helm of sales, Lawo is poised to accelerate its momentum in North America, delivering cutting-edge solutions and unmatched service to broadcasters, content creators, and media professionals.

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