DiGiCo hires Sam North



DiGiCo announces the appointment of Sam North as Technical Sales Support Engineer. His engagement cements DiGiCo’s commitment to ensuring every DiGiCo customer can maximise their use of DiGiCo consoles, elevating the experience for both engineer and audience.

North joins DiGiCo following an extensive career in the audio industry. He trained at the University of Salford, gaining a BA in Popular Music and Recording with first class honours, and graduated with distinction from the MA in Digital Production for TV & Film. After his education, he worked for other high-profile manufacturers, building their operations both domestically and internationally. He has always enjoyed a focus on education, so his role at DiGiCo will expand on that passion, offering the opportunity to develop stronger relationships with engineers and the wider industry via training and support.

“DiGiCo is an iconic brand and one that I have always been fascinated by,” North explains. “My new role feels like a natural progression for my career, and I am very excited to talk to all the amazing engineers who use DiGiCo products. It’s going to be fantastic.”

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DiGiCo is renowned for the quality of its training output with both in-person and online offerings. Sam’s addition to the team will expand these sessions, reinstating regular training opportunities at the Chessington Headquarters and instigating UK-wide regional training days via the expansive network of DiGiCo distributors and stockists. The educational scope will also cover more functionality and application videos, available online as an additional support resource. With the addition of Sam's expertise, DiGiCo will continue to focus on training and education, increasing output for both online and in person training sessions, delivering more content than ever before.

“Appointing Sam as Technical Sales Support Engineer is an opportunity to really focus on our relationship with our dealers and customers, so we can begin to offer many more local training days,” Ian Staddon, DiGiCo Vice President of Sales, concludes. “Being based in Manchester means that Sam can be very hands-on and travel anywhere in the country. We are delighted that Sam has chosen to join us and get our training back on a regular footing.”

Sam North will join the DiGiCo team on stand 7F300 at ISE 2024.

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