



# ORGANIZATIONAL ANNOUNCEMENT

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For internal use only

I am pleased to welcome Alan Patterson to his new role within PSAV's Global Sales Organization.



Al started in his position as Director, Global Accounts on January 15<sup>th</sup>, reporting directly to me.

As a Director of Global Accounts, Al will focus specifically on the US and Canadian association markets. He will be tasked with creating and strengthening relationships with some of PSAV's most important association customers in an effort to drive revenue and increase overall market share.

Alan most recently worked as the Director of Citywide and Strategic events for PSAV Toronto. He joins us with almost two decades of experience in the meetings and events business, specifically focused on cross-border customs and logistics.

Alan is a graduate of Humber College in Ontario. In addition to his active involvement in the events industry, Al is an avid hockey and squash player, and enjoy racing down the mountain on a pair of skis. Al and his family will continue to reside in their home city of Toronto.

Please join me in welcoming and supporting Al as he tackles this exciting new position.

**Bryan Sterling**

**Group Director, Global Sales - PSAV®**

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