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Contact:

Brian Galante
Dimension PR
207-494-8428
brian@dimensionpronline.com

Link to Image: [Christina Cruzeiro](#)

Atlona Appoints Christina Cruzeiro to Canadian Regional Sales Manager Role

Cruzeiro will draw upon her diverse sales experience with collaboration software, as well as her experience in AV distribution, to strengthen Atlona's visibility and market share in Canada

SAN JOSE, Calif., July 23, 2020 – With a focus on strategic planning and continued growth, AV collaboration and control leader [Atlona](#) has hired Christina Cruzeiro as Regional Sales Manager for Canada. Based in Toronto and reporting to Jamey Swigert, Director of AV Sales and Business Development, Cruzeiro is responsible for working with Atlona's Canadian distributors and integrators, and expanding Atlona's business across the country.

Cruzeiro's AV industry experience took shape 10 years ago as a Sales Manager for New Toronto Group, where she led the company's Adobe Connect Software product division for five years. She later introduced Microsoft Surface Hub version one to resellers throughout Canada as Senior Channel Account Specialist for Ingram Micro.

Cruzeiro's experience with web conferencing and collaboration software over those eight years provided a natural bridge to the AV industry as Business Development Manager for Stampede Presentation Products. Cruzeiro has since become a broader AV enthusiast, co-founding the Toronto AVIXA Women's council for AV professionals. She continues to co-chair quarterly networking events for what has become Canada's largest AV group.

Cruzeiro foresees a changing tide in the industry and is preparing to take on the challenges that come with major shifts. "The industry will accelerate its transition to BYOD strategies in collaborative office environments, and businesses will invest more in technology for home offices," she said. "Our priority is to show how Atlona's growing product line, notably the Omega collaboration product series and Velocity IP-based AV control, can help our integration partners build all-in-one solutions for end customers."



“Christina brings strong enthusiasm and a successful track record of introducing businesses to emerging technologies that change the way people work,” said Swigert. “We are fortunate to have her represent Atlona across the diverse provinces and territories of Canada and look forward to having her on our growing global team of sales and business development professionals.”

About Atlona

Atlona, a Panduit company, is a leading global manufacturer of AV over IP distribution, connectivity, and control solutions. The company designs and engineers innovative, award-winning products for a diverse range of residential and commercial AV and IT markets. Atlona’s products are developed to enable our customers’ ability to connect and collaborate with simplicity. More information about Atlona is available at atlona.com.

About Panduit

Global connectivity leader Panduit Corp. creates innovative electrical and network infrastructure solutions for applications across the enterprise. Headquartered in Tinley Park, Ill. and operating in 112 worldwide locations, Panduit’s technology leadership and robust ecosystem help support, sustain, and empower business growth in a connected world. panduit.com

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