

Press Release

Graz, 1. November 2023

easescreen Welcomes Gregor Waldhauser as Sales Director North America: A Proven Leader Joins the Team

easescreen, a pioneering presence in the Digital Signage industry, is delighted to announce the appointment of Gregor Waldhauser as its new Sales Director North America. With over two decades of experience, Gregor brings a wealth of expertise to easescreen, strengthening the company's foothold in the North American market.

Gregor Waldhauser's journey with easescreen marks a strategic alliance that promises to advance the company's reach and influence in North America. His impressive career spans more than 20 years, and he is no stranger to the digital signage industry. His appointment as Sales Director North America is a testament to easescreen's commitment to growth and innovation in this vital region.

Gregor's introduction to easescreen traces back to more than ten years ago, around 2011-2012. During this time, he played a pivotal role in establishing the Digital Signage division for Ingram Micro Education, with a focus on solutions tailored for educational institutions. This initial connection with easescreen was forged during the Integrated Systems Europe (ISE) event in Amsterdam, where he was instrumental in the success of this project.

Subsequently, Gregor's career saw him involved with global giants like Sony, where he further honed his expertise in the digital signage industry. His active participation as an exhibitor at ISE showcased his passion for this dynamic field. However, it was in the U.S. market where Gregor truly made his mark.

What makes Gregor Waldhauser a standout addition to easescreen is his profound knowledge of the company's product, its operations, and the industries it serves. With over two decades of experience, he brings a wealth of expertise that ensures a seamless transition into the easescreen team. Gregor deeply appreciates easescreen's strengths, notably its status as a small-sized company with flat hierarchies and swift decision-making processes. He also admires the universal applicability of easescreen's solutions, which open doors to markets where public information has been limited or non-existent.

Gregor's vast experience and impressive career make him a significant asset to easescreen, ensuring a solid and innovative future in North America.