

Press Release

Miami, FL, July 15th, 2024

easescreen Expands Presence in the Americas with New Sales Director

easescreen, a leading provider of innovative digital signage solutions, is thrilled to announce the appointment of a new Sales Director for the Americas. After winning major tenders in transportation and education, the focus is once more on strengthening local integration partnerships.

The new Sales Director Nguyen Castilla Cabanilla, who brings a wealth of experience in relationship-building and business development, first encountered easescreen 1.5 years ago. Initially supporting easescreen within the Miami community, she quickly realized the broader potential of easescreen beyond the US market.

"Miami is the gateway to the rest of the Americas," she remarked. "Why limit ourselves? We see an incredible opportunity to extend our reach and support various verticals across the entire continent."

Her journey with easescreen took a pivotal turn during her participation at the Integrated Systems Europe (ISE) event in Barcelona. The event ignited her passion for easescreen's capabilities and solidified her decision to join the team fully.

With a proven background in selling complex products such as airplane landing gears, and managing relationships in sectors ranging from healthcare to logistics, the new Sales Director emphasizes the importance of personal connections in business. "People like to do business with people they like," she explained. "Networking is essential for success."

Her sales strategy includes enhancing easescreen's presence in Latin America, with planned participation in major industry events such as InfoComm México. Additionally, she aims to build stronger partnerships with US branches of European customers and partners as well as supporting the industry through participation in industry organizations and their boards.

The expansion also includes growing the local technical support team to ensure that customers receive the best possible service and support. This local presence will enhance easescreen's ability to respond quickly and efficiently to customer needs throughout the Americas.