
SCALA NAMES VICE PRESIDENT OF AMERICAN OPERATIONS



Scala, a global provider of digital signage and advertising management solutions, has appointed media industry veteran Tom Nix as Vice President of American Operations. In this role, he will be responsible for overseeing the U.S., Latin America and Oceania regions.

"Tom has significant experience in proactive business development efforts and growing sales," said Robert Koolen, president of Scala. "With his in-depth knowledge of the signage industry and a proven track record, I am confident that Tom will be a significant contributor to Scala's continued growth."

Prior to joining Scala, Nix was vice president and general manager of Dynamax Technologies. During his tenure, Nix was instrumental in growing the North American operations of the UK-based digital signage software developer.

Earlier in his career, Nix was director of business development at Main Street Direct, an alternative media agency, where he delivered solutions for Citi, Disney, JP Morgan Chase, Nickelodeon and Vonage.

Scala is headquartered in Philadelphia and has subsidiaries in Canada, The Netherlands, France, Norway, Germany and Japan.

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