



AVI Systems
9675 West 76th St. Suite 200
Minneapolis, MN 55344
p 952.949.3700 f 952.949.6000
w avisystems.com

FOR IMMEDIATE RELEASE

March 26, 2018

AVI SYSTEMS EXPANDS REACH BY OPENING SOUTHEAST REGIONAL HUB

AVI Systems announced today that it's expanding into the Southeast business corridor by opening a full-service operation in Atlanta.

[AVI Systems](#), a national leader in visual communications and audiovisual integration, announced today the official opening of its Atlanta, Georgia office. This marks the fourth major city that AVI has expanded into in the last 12 months, joining Chicago, Illinois ([through the acquisition of Magenium](#)), San Francisco, California, and Houston, Texas.

The strategic intent of the expansion is, in part, client-driven. Several of AVI's enterprise clients are either based in or expanding to the region. There are currently 18 Fortune 500 companies and 33 Fortune 1000 companies in Georgia alone.

"It's a vibrant technical community that attracts future-forward companies and talent alike. That combination was extremely compelling as we continue to expand geography in the service of our enterprise clients," said Jeff Stoebner, President and CEO of AVI Systems. "It has been our ambition for several years to extend our presence to the East and Southeast."

"This is more than a destination service office," said Don Mastro, Vice President of Sales at AVI Systems. "Our clients have wanted a full-service systems integration operation in the Southeast. With purpose, we will continue our expansion march to areas that present significant growth horizons."

The operation will be led by industry veteran Rick Landry who brings 25 years of success in the region. Prior to joining AVI Systems, Landry was a senior project consultant for Waveguide. Before that, he spent 23 years with AVI-SPL, most recently as a Regional Vice President in Atlanta. He was responsible for leading systems integration sales and operations organization for the region, which included Georgia, Alabama, Mississippi and Tennessee.

Alyson Horn has also joined AVI's team as Regional Sales Manager bringing over 15 years of regional experience. Previously, Horn served as a Regional Director at Whitlock, a video collaboration company, in Dallas, Texas. She also held several roles at AVI-SPL where she was most recently a Regional Sales Manager in Florida.

About AVI Systems

Organizations who value the power of visual communications, trust AVI to enable people and teams to communicate their critical ideas. AVI technologies accelerate decision making, improve human interactions and create immersive digital experiences. For more information about AVI Systems, please visit www.avisystems.com

###