

Lawo's Iberia and LATAM Sales Director Nacho Gonzalez Takes Over Additional Responsibility for Brazilian Market



Lawo, German manufacturer of pioneering IP audio, video, control and telemetry infrastructure solutions, has appointed Sales Director Nacho Gonzalez with the additional commercial responsibility for the Brazilian market. Nacho draws on experience of over 20 years of sales experience in Latin America. Soon after starting at Lawo in 2013 as Sales Manager for the LATAM region, Nacho has been entrusted also with Spain and Portugal.

In recent years, Lawo has experienced exponential growth in the Latin American and Iberian markets, participating in large installations in each of the countries where it is present and creating a high value-added commercial network. Lawo has managed to position itself as a leading technological reference in IP solutions for broadcasters worldwide.

“I am very proud to be part of the Lawo sales team, and this appointment will allow us to further strengthen our product lines in this market,” says Nacho. “Lawo has always been a benchmark for quality, innovation and service and with my experience and the incredible team at Lawo, I am confident that we will continue to move forward to drive the unstoppable growth of IP infrastructures in the Iberian and Latin American region.”

“Last year has been particularly complicated for the audiovisual sector, which has led to technologies changing at a rate unthinkable months ago and forcing some companies to be more flexible and reinvent many traditional processes. I will bring all the energy necessary to push this market to the next level,” says Nacho.

“We are seeing increasing interest across Latin America based on Lawo’s proven ability to deliver full IP broadcast infrastructures,” says Craig Newbury, Lawo’s Head of Sales, EMEA & LATAM. “Nacho’s professional sales experience and solid technical background makes him a natural choice to take over the Brazilian market; and I am delighted he accepted this additional responsibility.”

Skilled in Audio for broadcast, Radio, and IP solutions, Nacho acquired a Master's degree at IEP/CEU Escuela de Negocios with focus on international business and commerce. Nacho speaks Spanish and Portuguese and is based in Lawo's offices in Germany.

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