

## Simon Daniels joins Ferncast



Ferncast GmbH has welcomed long-time industry expert Simon Daniels into its team on May 2nd, 2023. Going forward, Simon will be Ferncast's International Sales Manager. Based in the United Kingdom, Simon has worked in the broadcast industry for over three decades. After a long career as a sound engineer working at venues such as Ronnie Scott's Club and studios such as Von's and Air, and following a period as a lecturer on Acoustics, Simon has worked for several of the best-known companies in audio technology including Fairlight, Neve, APT and Worldcast.

"Working in professional audio I have come to love technical innovation, but it has to be innovation with a purpose - of real use to getting the job done efficiently and to the highest standards; Ferncast deliver just that!" Simon said about his new position.

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Simon sees a unique opportunity to grow Ferncast's international sales and expand the use of software solutions in the broadcast industry in a meaningful way. He will focus first on the European market, to introduce and even larger customer base to the unique strengths of Ferncast's solutions. You can meet him at the MBT 2023 Conference in Montenegro, from 31 May - 1st June 2023 where he will be presenting aixtream, Ferncast's software solution.

Welcoming Simon to his new position, Detlef Wiese, Ferncast CEO commented: "We are delighted to welcome an internationally accomplished broadcast expert into our Ferncast team. Welcome, Simon!"

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