

Sam Schauland new Lawo Executive Vice President North America



In a further move to strengthen Lawo’s presence and customer support in North America, Sam Schauland has been promoted to “Executive Vice President North America” with overall responsibility for Lawo’s business in this important market, which continues to offer large potential for Lawo’s IP systems and infrastructure solutions.

“I am extremely excited to take on this new responsibility,” says Sam. “Lawo has

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grown tremendously in North America in the past years, thanks to a strong reputation for market-leading IP solutions combined with first-class expertise and support. I look forward to this new challenge of leading continued growth in what has become Lawo's largest global market."

After joining Lawo 2015 as "Technical Manager" and in 2016 overseeing Lawo's first big IP video project for the European soccer tournament in France, Sam was appointed "Technical Manager Americas" in 2017 to coordinate the delivery of customer projects and the development of Lawo's support infrastructure in North America and a rapidly growing Lawo operations team. Thanks to this experience, Sam was promoted in 2019 to the position of "Senior Vice President Global Operations," leading Lawo's global team of project managers and engineers, optimizing processes and driving strategic initiatives.

"It all comes down to team effort, and I am proud to be part of a group of highly skilled individuals with an incredibly strong team spirit," Sam, who is also endowed with a doctorate in engineering, states. "The North American organization will continue to benefit from Lawo's global initiatives and actions regarding strategic integration. At the same time, it will enjoy the autonomy required to provide speedy, agile and superior service to our North American customers", Sam confirms.

"We were lucky to have Sam join Lawo, not least because of his enthusiasm for our North American organization, which he has constantly advanced since joining the team," says Jamie Dunn, CCO at Lawo, to whom Sam will report. "With him at the helm of our growing organization, we will keep maximizing customer success and commercial performance in North America whilst leveraging the benefits of the global Lawo brand and organization, focusing on continual improvement, growth, and scalability."

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