

Etherlive Etherlive aims to Maximise Wi-Fi growth
Etherlive expands sales team with appointment of Steve Birnage

Etherlive, the noted IT specialist for the live event sector is to increase its presence in the market with the appointment of Steve Birnage.

Birnage will join the growing sales team at the Chippenham based technology firm from 1st September 2011. Birnage joins market leading Etherlive after two decades in the industry having recently left his position as Commercial Director at Max Wi-Fi.

His remit is to manage existing clients and to develop accounts in several market sectors; from festivals and municipal events to corporate clients and venues. Activities that Birnage will oversee include large account management, the evolution of the conference/exhibition strategy for Etherlive and securing high profile delegates for Etherlive's respected product junket, The Gathering.

Steve joins Etherlive three years into its development and as its roster of clients grows stronger; events include the WOMAD, Cornbury and Green Man Festivals, PSP Southampton Boat Show, BMW/Mini and Sky. Recent work also includes the UEFA Champions League Festival, Dextrose World Triathlon Championships and the coveted IT contract for the London Media Centre, which will facilitate thousands of journalists during the London 2012 Olympic and Paralympic Games.

Tom McInerney, Director of Etherlive said: "We are delighted to welcome Steve to the team and he is sure to prove to be a great asset with his un-rivalled experience and understanding of the field. We are seeing a huge growth in demand and need a sales professional to help us manage and maximise the critical sales process".

Steve Birnage said: "I have looked to Etherlive as one of the most forward thinking organisations in the sector and am extremely excited to have been appointed as part of the team. We have a lot of hard work ahead in the coming months and I'm pleased to be able to work with such an inspiring and committed team. I look forward to catching up with contacts and discussing the new opportunities my new role unlocks "

For further information / pictures, please contact
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Notes to editors

- Etherlive is one of the UK's leading providers of IT and communications technology for the live event sector.
- Etherlive is a specialist in large-scale indoor & outdoor events with multi-faceted communications needs, as well as being a major supplier to the corporate conference and events market.
- Etherlive has been appointed by the likes of WOMAD festival, The Green Man Festival, Goodwood Festival of Speed, South West Four, the Sky UK Election Debate, Southampton Boat Show, London World Triathlon, Nokia, Amazon and Sony.
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