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## **TSL Appoints Colin Sherriff As GM - Middle East**

TSL has appointed Colin Sherriff as General Manager, Middle East.

Sherriff, based in TSL's new office in Studio City, Dubai, home to many of the region's production facilities and major movie studios, will oversee the company's day to day activities within the Middle East.

Over the past seven years, Sherriff has held key broadcast technology positions in the region. Prior to joining TSL he was Senior Manager Service and Support for Sony Professional Solutions ME, before joining Sony he was Director of Technology, Al Jazeera International and prior to that was Vice President of Engineering, TAJ TV. His experience provides TSL with strong representation within the region allowing the company to further build on solid relationships with new and existing customers, for TSL's Systems Integration and Professional Products Divisions.

Before moving to Dubai in 2001, Sherriff lived in Singapore where he worked for broadcasters including ESPN Star Sports where he was Director of Engineering and Senior Maintenance Engineer at Star-TV, Hong Kong. A native of New Zealand, Sherriff will open new sales channels for TSL whilst providing first class support, further highlighting TSL's commitment to the region.

"I am delighted to join TSL at this exciting time. The company's expansion in Dubai this year will deliver new opportunities further enhancing its strong brand by building on new and existing relationships," commented Sherriff.

David MacGregor, Managing Director, TSL added, "We are delighted to welcome Colin to the team. TSL first announced the opening of the Middle East office at this year's CABSAT. This is the first international office opened by TSL and is a major milestone in the company's 22 year history. We look forward to announcing new sales in the region in the coming months."