



MIKE GRIEVE JOINS TSL AS SALES DIRECTOR



Leading international systems integrator [TSL](#) has appointed Mike Grieve as its sales director. Mike, who is already at his desk at TSL, joined from Quantel following a long career in broadcast technology which also included Filmlight and Autodesk.

"The changing nature of the industry means we have to change the way we work with our customers," said David Phillips, MD of TSL. "While our strength and our success will ultimately remain with engineers talking technical to engineers, we have to build strong relationships at the commercial level with potential customers around the world. That plays to our great ability to understand the outcomes required from new technology and to design systems that achieve those outcomes.

"It took us a long time to identify the right person for this role, because we want someone who can build relationships, particularly in new areas, but who also has the technical understanding to explain how our multi-disciplined team back at base will deliver what we promise," Phillips continued. "As a systems integrator, we are not selling boxes, we are selling trust in our people, our design skills and our reliability. Mike has just the right capabilities to do that, and we are delighted to have him as part of our team."

Grieve added "This is a great time to join a blue-chip business like TSL. It has the skills and capacity to deliver the biggest projects, at a time when the traditional broadcast industry is rapidly expanding into the multi-platform, content everywhere universe. I am absolutely relishing the challenge of telling the TSL story into new markets and new geographies, as well as cementing relationships in our traditional areas."