



## Appointments

### **Sandra Johnson – Group Sales & Marketing Manager**

The recent expansion of the SDI Group has seen the need to implement a marketing strategy to actively promote the Group's products both internally and externally. The Managing Director, John Cook is therefore pleased to announce the appointment of Sandra Johnson as Group Sales & Marketing Manager based at the Tamworth site.

Sandra is bringing a wealth of experience from a wide range of products and industries to the Group and will be looking to consolidate the Group's image through branding and marketing throughout their existing customer base and the retail sector.

### **Ian Wright – Sales Director**

Ian spent 12 years working for Cadbury Schweppes in various roles within the sales and marketing departments. His most senior role at Cadbury was Display Development Manager for the business and this is where he got the bug for Point of Sale and its value to the brand, the retailer and the end customer.

Ian joined SDI Displays in 2005 to pursue his passion of POS and to develop it by working with new and exciting clients. He has successfully managed and grown relationships with many of SDI's current customers and with his natural drive and wealth of knowledge in the POS sector, he was a natural choice for the appointment of Sales Director.