



Europe and Middle East Candidate

**Joe Graziano**  
EMEA Director of Sales, Entertainment  
Christie Digital  
Primary Location: United Kingdom  
*Running for 1<sup>st</sup> term*



### **ABOUT THE APPLICANT:**

I am the Sales Director of Entertainment for Christie Digital Systems EMEA region reporting Michael Bosworth, VP Enterprise Sales and Global Business Development. I am based in Wokingham, Berkshire, UK.

I have been a Director for the Entertainment related business since 2018 working closely with and developing relationships and opportunities with operators, owners, designers, creative teams and system integrators over this period of time building a significant portfolio of contacts and growing personal knowledge and understanding of how the industry operates. I am frequently present at industry events such as TEA organised events and gatherings, SATE, IAAPA and have over the years supported these events with either financial contribution or the loan of equipment.

Prior to this role, I have held several high-profile sales management roles within Christie during my almost 17 year tenure and this has afforded me to opportunity to develop a deeper understanding of EMEA based projects and markets across a broad spectrum of the Audio Visual spectrum from Control Rooms to Education to Corporate Environments deploying multiple industry recognized technologies which Christie brings to market.

SeaWorld Abu Dhabi has been a recent career highlight hot on the heels of another UAE project EXPO2020. Both projects required being the Christie point person for any day-to-day engagement with the end user, consultants, designers, System Integrator and Christie management. With respect to SeaWorld, this involved extensive engagement with the consultant designing the AV to assist in the specification of Christie technology for the project. Once tendered, it involved the management of all commercial bids to the interested system integrators ensuring fairness and transparency whilst upholding the Christie products and services remained part of the process. In the final delivery, Christie was proud to have supplied a significant quantity of 3DLP RGB and Laser Phosphor projection along with the signal distribution backbone. Regarding EXPO2020, from the outset, I was the EMEA point contact for the development of the strategy to deliver and

support Expo, I was responsible along with the appropriate system integrators in delivering some of the most iconic visual attractions the world has ever seen such as the Al Wasl Dome featuring 252 of Christie's then flagship D4K40 projector or the Mission Possible pavilion which delivered a powerful and insightful narrative on how global communities are forced to find unique and innovative ways to survive and prosper due to conditions within their countries either economically, through climate pressures or Governmental regimes. One of the most pleasing deployments yet unseen by the millions of visitors was the extensive display and processing technologies used by Expo to monitor, manage, and maintain order, security, flow of passage and management of the surrounding travel infrastructure within the extensive Network Ops Center.

### **VISION FOR THE TEA:**

I would like to help TEA by assisting them promote training on specific areas of technology being developed for this market, to help grow membership uptake, to assist in hosting events and helping other members to do the same.

I will make myself available for TEA events and meetings and look to broaden my own personal knowledge and experiences as well as offer mine to others.

Look to work with UK Universities and Collages aiming to increase NextGen interest and memberships.

Additional incentive to prove myself to the TEA given the unsuccessful attempts last year to join the board.

### **SKILLS AND CORE COMPETENCIES**

Over 5 years in the Themed Entertainment market and a further 11 years of industry sales management experience with Christie alone.

Participated in many of the TEA events over the years.

Network of contacts in the industry.

Exposure to some of the region's best and most popular attractions and theme park.

Extensive EMEA and some international Business Experience.

Management Experience across several roles, regions, and portfolios within Christie.