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PETER GENTILE NAMED ACCOUNT EXECUTIVE FOR
massAV IN BILLERICA

Billerica, MA – MassAV, THE EVENT STAGING COMPANY has added a new member to their sales team. Peter Gentile will join massAV as an Account Executive effective today.

Gentile brings a decade of experience to his position at massAV, having served in account service positions at Ajilon Financial, CDI, Inc and most recently as Vice President – Account Services at Cramer. His broad event production experience includes leadership meetings, sales kick-offs, user group conferences and customer programs in the technology, healthcare, consumer products and financial services industries.

“We are thrilled to have Peter join us at massAV,” said Patricia Basteri, President of massAV. “We believe he has the experience necessary to serve as a valuable resource for our clients and at the same time as a well respected member of our team.”

As an Account Executive, Gentile will have a major role in client development and management of corporate and non-profit clients. He will work with clients to identify project needs and implement deliverables successfully. “I am very excited about my new position on a variety of levels,” he says. “I will be working with the best team in the industry and I feel fortunate to be joining the region’s largest event staging company.”

massAV is committed to delivering audio, video, lighting, staging solutions and creative services to ensure the highest-quality results. Crisp video and graphics, crystal clear sound, custom designed sets and lighting effects all work in harmony to ensure each show runs smoothly, the message gets delivered clearly and each event is a success. From events for 100 to 35,000 people, massAV works with each client to provide innovative and exciting solutions. For more information visit massav.com

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