

Michael Burton Joins SAVI as Regional Sales Director for Southcentral and Southeastern U.S. Territories

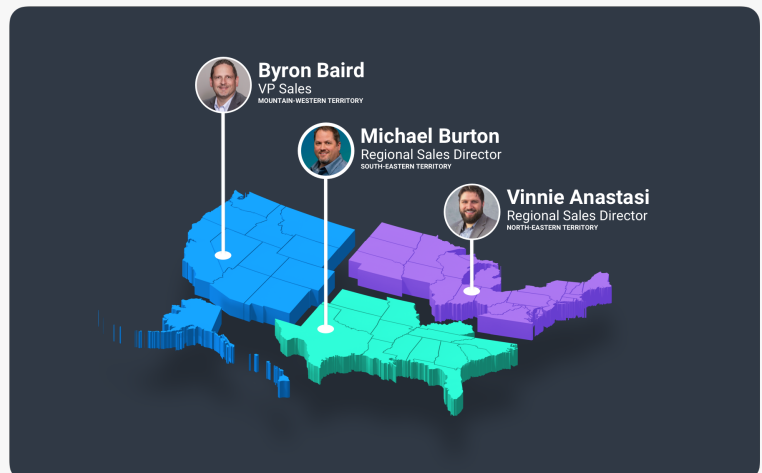
With over 15 years of experience in the commercial AV industry, Burton has an outstanding track record in cultivating strong relationships.

DALLAS, TEXAS, CARROLLTON, April 13, 2023 /EINPresswire.com/ -- SAVI, designer and manufacturer of commercial AV control and automation solutions, is pleased to announce the addition of Michael Burton as the [Regional Sales Director](#) for Southcentral and Southeastern U.S. territories. Burton now serves AV dealers and projects based in Alabama, Arkansas, Georgia, Florida, Kansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, and Texas.

Burton brings 15 years of AV experience to SAVI with a proven blend of skills in developing deep relationships, implementing fresh programs, and accelerating channel growth. As Regional Sales Director, Burton will deliver unparalleled value to SAVI's current and future dealer base by streamlining communication for technical system design, product information, and best practices. His expertise and passion for creating exceptional customer experiences will maximize sales opportunities and help



Michael Burton Joins SAVI



SAVI Regional Sales Territories

strengthen SAVI's market penetration.

"Michael's diverse experience in leadership and sales positions makes him a valuable asset to our team. His commitment to excellence and integrity will undoubtedly enhance our sales efforts and contribute significantly to our continued success," said SAVI Vice President of Sales Byron Baird.



Burton's extensive pro-AV industry and music production background reinforces his invaluable addition to the SAVI team. He has spent time as both a project manager and as an account

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SAVI has created a unique technology ecosystem that embraces the importance of a beautiful UI along with smart, innovative solutions. I am excited to share the vision of what we are doing.”

Michael Burton

manager for national AVL design and integration firms, including Ford Audio Video and Clark. He later transitioned to the manufacturing side of the industry as a Regional Sales Director for Mersive Technologies.

“I have always been enamored with technology that balances efficient engineering and artistic design. SAVI has created a unique technology ecosystem that embraces the importance of a beautiful UI along with smart, innovative solutions. I am excited to share the vision of what we are doing at SAVI and where we're headed with [SAVI 3](#),” said

Burton.

SAVI 3 is a thoughtfully designed, full-scale AV control, management, and automation solution that streamlines installation, simplifies programming, and reduces expenses across commercial projects of any size. With robust hardware supporting thousands of endpoints and simplified programming software that takes hours, not days, SAVI 3 requires virtually end-user training and delivers world-class experiences in a fraction of the time and cost. To get SAVI for your business or to become a Certified SAVI 3 Dealer, please visit www.hellosavi.com or contact the sales team directly at sales@savicontrols.com.

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About SAVI

Established in 2011, SAVI is revolutionizing commercial AV with a thoughtfully designed, full-scale AV control and automation solution focused on delivering immersive experiences to the end-user and their customers. SAVI believes that creating world-class experiences should be simple,

with programming taking just hours, not weeks. SAVI has developed a powerful hardware line and user interface software that streamline programming, installation, and expense, making it easy for integrators to create new and unique experiences with lighting, audio, digital signage, and video displays for entertainment and sporting venues, hospitality, corporate offices, bars, and restaurants. Built by a team with deep commercial AV expertise, SAVI's hardware, operating system, and UI software are available through dealers. For more information, visit www.hellosavi.com.

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