**FOR IMMEDIATE RELEASE**
March 5, 2018

 **AVI SYSTEMS ANNOUNCES NEW HIRE, JOHN PRICE**

**John Price joins AVI Systems as VP, Managed Services**

Managed Services is a critical tenet of AVI's growth strategy.

Today, John Price will be joining AVI Systems in the newly created role of Vice President of Managed Services. In this strategic role, John will be responsible for the profitable growth of all lines of service and support at AVI Systems. John will lead the transformation of our support business to more fully align with IT support models, and to increase our value to clients focused on enhanced user experience, adoption and utilization.

John will report to Chief Operating Officer Joel Lehman, and will work with Michael Ubriaco to provide functional leadership for the Technical Services managers. AVI’s central support teams will work directly for John in this new role.

John has a bachelor’s degree in Business Economics from UC Santa Barbara, and has a career of sales, service operations, and business leadership roles where he’s provided the kind of leadership required in this burgeoning space. John co-founded Providea Conferencing, and led the Managed Services Business Units from its inception through the acquisition and realignment of Providea by SPS. He then led the successful integration of the two businesses and an additional acquisition in the space, continuing the strategic and profitable growth of the business.

“John is widely recognized as a thought leader in our industry. By joining AVI, John's expertise will have immediate benefit to the clients we serve,” said Joel Lehman.

John and his family live in southern California and will work out of AVI’s San Diego office.



**About AVI Systems**

Organizations who value the power of visual communications trust AVI to enable people and teams to communicate their critical ideas. AVI technologies accelerate decision making, improve human interactions and create immersive experiences. For more information about AVI Systems, please visit [www.avisystems.com](http://www.avisystems.com)

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