

## PEOPLE IN THE NEWS

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that can take a couple of years, but I am excited by those challenges.”

### SP Appoints New Marketing Executive

Straightpoint (SP) has named Phil Roch Marketing Executive, as the lead cell manufacturer looks to leverage his extensive expertise in technical content, videography and events.

Roch, who has an entertainment technology degree, brings a wealth of experience to the company, most recently as marketing and technical content producer in the security technology sector. He has enhanced previous employers’ visibility through written materials, a variety of videos, and events of all types, including those that engaged audiences in the aviation and naval sectors. SP is noted for its growing presence in the aforementioned sectors among a multitude of others.

Roch said: “SP is already an effective communicator with a proven track record of successfully engaging its many markets across the world. However, it identified an opportunity to expand the marketing team and add breadth to the volume of content and the platforms on which it is shared, while retaining certain hallmarks in quality and tone.”

Early written projects are likely to include content for the constantly evolving website and documentation to enhance the sales team’s endeavours. With the majority of online content being consumed by video—a trend that is set to continue—Roch will also overhaul the way SP currently communi-



David Ayling, director (left), welcomes Phil Roch, marketing executive, to Straightpoint.

cates via the popular medium.

He said: “SP has already had some success through video and my aim is to build on that initial presence. Over 80% of online traffic currently is video, which demonstrates the potential. Audiences can expect to see more promotional, elemental and instructional videos, in addition to talking head-style pieces and interviews with the company’s leading figures.”

Trade media has already reported extensively on SP’s intentions to exhibit at a record number of events in 2018. While Roch will support this promotional activity, he is also expected to use the firm’s Havant, Hampshire headquarters as a platform to showcase product and expertise to selected target audiences.

He explained: “One of the most effective ways of building trust in a manufacturer and increasing awareness about its product range is to invite people to visit a facility and see the operation first hand. We can supplement such visits with tailored presentations and other content to ensure individuals or delegations leave with a mindful of knowledge and key takeaways.”

Roch hopes to harness the power of a world-class workspace that was an appeal to him when he considered the position. He said: “My first impressions of all departments of the company, from the new machine shop to the offices next-door, were that it is an extremely well organised operation. Upon joining the company and meeting the team, it’s further apparent that SP has a super-engaged workforce, passionate about the prod-

ucts and its customers. There’s a terrific atmosphere [here] and I’m excited about showcasing that to a greater number of people over the coming months.”

David Ayling, Director at SP, said: “We see ourselves as pioneers in our sector and a key component of retaining thought leadership status is communicating on a regular and multi-faceted basis with existing contacts in addition to prospective partners and customers. It’s going to be interesting to follow Phil’s content and marketing pathways to that end.”

Roch, who joins Tanya Gregory in the marketing team, can be contacted at [proch@straightpoint.com](mailto:proch@straightpoint.com)

### LEEA announces New Leadership

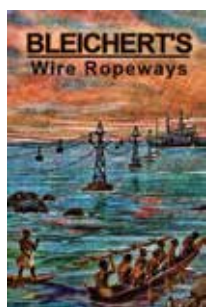
LEEA (Lifting Equipment Engineers Association), the world’s leading representative body for the lifting equipment industry, is delighted to announce the appointment of Paul Fulcher as the new LEEA Chairperson and to welcome Dr. Ross Moloney as Chief Executive Officer of the Association.

Paul Fulcher, MD of Rigging Services takes up the appointment of Chairperson from Oliver Auston after his 2 year tenure. Paul has been an active member of the board for 20 years and previously held the position of Chairperson from 2001 to 2003.

Paul Fulcher said, “I am excited to be back in the role as Chairman of the Association especially during this time of change and global re-organization of LEEA’s member services which will be the focus for 2018. I am particularly

In 1924, Germany’s ‘Adolf Bleichert & Co.’ celebrated its 50th Anniversary. By the time of this occasion, the company had designed and built the world’s record holding wire ropeways: Longest and highest elevation (Argentina); Length of system over water (New Caledonia); Steepest (Tanzania); Highest capacity (France); Northernmost (Norway); and, Southernmost (Chile).

Written by the great-great grandson of the company’s founder, this book includes over 100 pictures and detailed engineering drawings that



explore the legendary company’s history, and several of its record-holding systems.

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