

Ref: LIVPR14

Livingston Announces the Appointment of New International Sales Director

Test sector veteran chosen to head up commercial operations

8th July 2011 – Europe’s leading test equipment sourcing firm Livingston has recruited Mike McHale into its executive management line up. Highly experienced, McHale has notched up 25 years working within the high tech and test and measurement industry - in direct sales, channel sales, business development and senior sales management roles. Taking up the post of International Sales Director, he will look to strengthen relationships with Livingston’s existing client base as well as identifying new sales opportunities around the world.

Prior to joining Livingston, McHale held a number of high level positions with leading test equipment manufacturers and test software suppliers. He was EMEA Sales Director for Anite, Vice President of EMEA Sales at Ixia and UK/Ireland Sales Manager for Anritsu. McHale also served as Managing Director of mobile application testing solutions provider DeviceAnywhere.

“We are confident that Mike will be a valuable addition to the Livingston team, driving the company’s future sales strategy,” states Livingston’s Chairman, Mel Porter. “His understanding of the test challenges our customers face and his proven track record for increasing sales revenue will be of huge benefit to the company moving forward, allowing growth in its test equipment rental, used equipment sales, asset management and asset recovery businesses.”

“The validity of the Livingston business model, where test hardware is rented rather than purchased and the capacity of underutilised hardware is realigned to meet demands elsewhere, is becoming greater all the time,” states Mike McHale. “By following this model, companies can maximise the effectiveness of their test budgets, something of prime

importance in these economically uncertain times, as well as generating new funds from the redundant equipment they still have in stock.”

About Livingston:

Livingston provides and manages test equipment for companies in more than 100 countries worldwide, giving them access to leading edge products regardless of their budget constraints. Founded over forty years ago, the company has built up a highly experienced team of engineering and supply chain professionals. Its services include rental, calibration management, and inventory management. Partnering with Livingston allows companies to optimise their capital expenditure, bringing greater return on investment, as well as generating cash for unused or underused assets through its equipment disposal and redeployment activities.

For more information visit:

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