



IV DICKSON

SageNet, Vice President, Digital Signage



With more than 20 years of experience in pro AV and digital signage commercial hardware, software, installation, integration and solution delivery, IV Dickson has a deep understanding of the intricacies of traditional digital signage.

Previous Experience

Senior Solutions Engineer at Scala

- At Scala, IV had the opportunity to work for a company driving more than 500,000 screens worldwide and help clients understand how to design and deliver new solutions utilizing the Scala platform.

Senior Sales Engineer at Nanonation

- IV spent more than 7 years at Nanonation, where he provided valuable experience in managing production software solutions and directing an internal production team to deliver on clients' needs for digital signage projects.

Topics IV can speak on

- Digital menu boards
- Outdoor digital signage (and specifically on drive-thru technology)
- Long-term length of digital technology in deployment
- How technology should facilitate content

Additional Expertise

- How mobile affects the market and the customer's level of immersion
- One-step immersion (passive digital) vs. full immersion
- Digital signage use in traditional retail settings
- Managing client expectations in digital signage implementation



About SageNet

SageNet is passionate about trusted connections. The company believes that by creating, discovering and nurturing trusted connections with its customers, associates and community, SageNet enhances the world that connects us all.

As a leader in managed network and cybersecurity services, SageNet connects, manages and protects technologies and devices across the enterprise. The company offers world-class service and support via its three US-based 24/7 Network Operations Centers (NOCs) and Security Operations Centers (SOCs), geographically-diverse teleports, a central National Logistics Center, multiple data centers, and a nationwide field service organization.

With a three-decade track record in managed services, SageNet boasts a long-term customer base that includes the nation's largest retail, healthcare, financial, utilities and energy organizations. SageNet manages communications at more than 220,000 endpoints. Headquartered in Tulsa, SageNet has regional offices in Washington, D.C., Atlanta, Chicago and Philadelphia.

With digital signage, it's important to begin with the end in mind, then address each phase of the digital signage ecosystem – and lifecycle – to achieve the network operator's goals. My experience with starting my own company and working as a private consultant for the digital signage industry has given me a broader view of the market and consumer needs. Understanding the motivations for an organization makes it possible to pair them with the right technology at the right time.

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*Vice President, Digital Signage
SageNet*

To schedule an interview, please contact:

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