Written by Roger Douglas
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Scala names **Harry Horn** as VP and General Manager to lead their EMEA operations. Horn will oversee efforts in sales, marketing, finance, services and support and daily activity in the Sittard, Netherlands-based EMEA office.

Horn will continue overseeing Scala's marketing strategy as Global Marketing Vice President. Scala has digital signage solutions driving more than 500,000 screens worldwide, connecting networks of digital devices and has operations throughout the EMEA region including Norway, Germany, Spain, UK and UAE.

"Harry's marketing efforts have consistently supported and reinforced Scala's sales and services goals, and his broad knowledge of the EMEA digital landscape and partner network makes stepping into this role a natural fit," says Rune Halvorsen, chairman of the Scala board. "This also brings continuity to the EMEA leadership."

Leading to his new role, Horn has worked to align sales, services and marketing to ensure a consistent, cohesive message and high-quality digital solution is delivered to customers and communicated to partners. Horn joined Scala in 2010 with more than 20 years of experience and in 2012 took over the direction of the global marketing strategy driving digital marketing, events, thought leadership and communications, awareness campaigns and prospect nurturing.

As general manager, Horn will extend his current presence in lending his expertise to speaking engagements and industry interviews.

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