

Tom Nix Named Next CEO of Scala

Written by Marco Attard
22 September 2011



It was one of those moments when you could hear a pin drop. **Scala CEO Gerard Bucas** had just finished telling the International Scala Conference about Scala's record-breaking growth in sales (up 65% in August from last year's August) when he dropped the bombshell. After 9-1/2 years at the helm of Scala, Bucas stood on stage and announced his retirement. (He will remain on the Scala Board of Directors.)

Next on stage came **Tom Nix, the new CEO** starting November 1st.

"... Scala is leading the shift to digital signage's next stage where companies exploit their ability to connect to virtually any data source using almost any device. These devices can range from mobile applications, like tablets and smart phones, to CxO boards that provide real-time management information by consolidating and displaying a custom broadcast channel of key performance metrics from customer relationship management and enterprise resource planning packages such as Salesforce.com and Oracle," says Nix.

Nix was previously VP Americas and Oceania, responsible for Scala's sales, services and support operations in those regions.

"Tom Nix brings the vision and skills that Scala needs to capture the rapidly emerging market

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opportunity to help organizations integrate data with digital communications and devices to connect more closely with key audiences,” says Carol Armitage, Chairman of the Board of Directors at Scala. “We want to thank Gerard Bucas for building the technical and operational foundation that will enable us to launch Scala on to its next strong growth phase.”

Driving more than 500,000 screens worldwide, Scala has more than 500 partners in more than 90 countries. *More on the International Scala Conference in next week's **rAVe Europe**.*

Go [Tom Nix, new Scala CEO](#)