

EnQii hires James Bremner, and launches into the Global Beauty market.

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New York – James Bremner has joined EnQii as a Global Business Director - Beauty, and in doing so launches EnQii digital signage solutions into the global beauty industry.

Covering hair and beauty salons, day-spas, nail salons, cosmetic retail outlets and the full range of beauty and cosmetology establishments, EnQii is targeting significant market share as part of their overall digital signage growth plans.

“James brings immediate market advantage to EnQii through demonstrating how to drive additional salon revenue through the use of digital signage networks. He has enormous energy as well as substantial sales and marketing expertise.” says Stuart Armstrong, President, EnQii Americas. “With over 10 years’ experience in tech consultancy to the hair and beauty industries, James understands how to use technology and media best practices that are unique to this market.”

Bremner will also work with James Abdool, President, EnQii EMEA, and Joe Rossi, President, EnQii APAC, on building the EnQii value proposition within Europe, Middle East, Africa and Asia Pacific.

Most recently, Bremner was VP Business Development for i-vu USA Inc., where he managed some of the largest accounts in the global beauty industry. He also oversaw the relationship between the largest salon owner in America and their suppliers around the rollout of the i-vu digital screen network. Previously, he was the European Marketing Manager for Shortcuts, the leading supplier of computer systems to the beauty industry.

About EnQii

EnQii is a global leader in the digital signage and out-of-home media market with offices in New York, Toronto, London, Hong Kong and Shanghai. As one of the world’s truly global digital out-of-home companies, EnQii currently services thousands of locations across more than 14 countries. EnQii couples a deep understanding of customer behavior with its powerful media technologies to provide clients with fully managed solutions that enables them to advance their overall customer communication strategy for many years to come. EnQii won the 2008 DIGI Award for outstanding technology in the healthcare category for the WHEN Network.