

## **STEVE PUSHKA APPOINTED AS GLOBAL IMMERSION BUSINESS DEVELOPMENT MANAGER FOR AMERICAS**

Latest Recruitment for the Planetarium Community

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West Sussex, UK - November 22, 2011 - International planetarium provider, Global Immersion, is delighted to announce the appointment of Steve Pushka as Business Development Manager for the Americas. Bringing more than twelve years of experience in planetarium and dome theaters, account management, commercial strategy, marketing and customer service management, Steve joins the company from Evans & Sutherland (E&S) where he held the position of Sales Account Manager and is the newest addition to Global Immersion in the United States.

After obtaining an MBA in Marketing from Arizona State University in 1998, Steve began his 13 year tenure with E&S in Salt Lake City, USA, where he served in different roles as Pricing Analyst, Program Manager and most recently, Sales Account Manager. During this six-year position as Sales Account Manager at E&S, Steve managed notable client accounts internationally and was also responsible for the first E&S digital theater product sales in Ecuador and Columbia, in addition to opening up the South Korean market for E&S digital theater products.

Speaking about his appointment, Steve said he was energized by Global Immersion's growing reputation as an innovative and dedicated solution provider. He added; "Having seen Global Immersion grow over the years, their projects and their people stood out as an impressive organization. The successes and strengths of the company offered an attractive prospect, and a good match to my own customer-focused strengths."

Steve is the latest addition to the Global Immersion sales force and will provide an essential function in supporting Global Immersion's increasing strategic focus on, and commitment to, the international planetarium and dome theater market.

Alan Caskey, Director for the Americas at Global Immersion, commented; "We are excited to welcome Steve as the newest team member at Global Immersion, and highly anticipate the benefits that his expertise will bring to our organization. Steve's track record in delivering customer satisfaction, managing customer service programs and truly understanding and caring about this unique market provides us with a set of skills that will be used to add further value to our customer and solution offering.

"Global Immersion's dedication to understanding and listening to the planetarium world continues to be demonstrated through our projects, our people and our philosophy - Steve is the perfect fit for this approach, and for our customers' needs. We look forward to bringing our new team member with us on our journey toward becoming an even more integral part of the prestigious planetarium market across the Americas."



PHOTO: Steve Pushka, new Business Development Manager for Americas at Global Immersion

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## About Global Immersion

Global Immersion is an award-winning organization, dedicated to the unique and innovative medium of immersive theater and specializing in the design and integration of world-class planetarium, giant screen, 3D and 4D environments.

With over thirteen years experience in the world of full-dome displays and scientific data visualization, Global Immersion combines a wide range of proven technologies to create enthralling and exciting immersive theater. As a full-service team, they pull together consultancy, design, technology, engineering, system integration, content and creativity – for world-class experiences that are built for the future. [www.globalimmersion.com](http://www.globalimmersion.com)

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