



SpinetiX Expands U.S. Partner Support with Appointment of Annabelle Kayye as National Customer Success & Sales Manager

Hergiswil, Switzerland – 17 July 2025 – SpinetiX, the leader in digital signage solutions, today announced the appointment of Annabelle Kayye as National Customer Success & Sales Manager, United States. This newly created position reflects the company's long-term commitment to the indirect business model and to the dedication to providing enhanced business support to channel partners across the U.S.

In her new role, Annabelle will serve as the point of contact for members of the SpinetiX Channel Partner Program in the United States and will focus on strengthening partner relationships, streamlining access to SpinetiX resources, and delivering a comprehensive channel enablement experience. With a strong background in account management and project consulting, Annabelle will help partners deepen their expertise in the SpinetiX product portfolio, identify new growth opportunities, and maximize the business value of their projects.

"The United States is a strategic market for SpinetiX, and our partner ecosystem is the driving force behind our growth," said **Francesco Ziliani, CEO of SpinetiX**. "By bringing on a dedicated, people-first resource like Annabelle, we are investing in stronger relationships, closer collaboration, and greater success for our U.S. partners."

Annabelle's appointment reinforces the SpinetiX established presence in the United States. She will report directly to Nikola Knezovic, VP of Sales.

"Annabelle's interpersonal skills as well as her expertise in digital signage for the high impact workplace will accelerate the success of our partners across the country," added **Nikola Knezovic, VP Sales at SpinetiX**.

About SpinetiX

At SpinetiX, we inspire businesses to unlock the potential of their story. We believe in the power of digital signage as a dynamic new storytelling platform to engage with people. For more than 15 years, we have been constantly innovating to deliver cutting-edge technology that helps our customers shine. Engineered in Switzerland, our comprehensive suite of solutions empowers businesses to realize their full potential. Whether you are looking for a plug & play solution to bring your story to life or a fully customized solution to captivate your audience, SpinetiX is your partner to successfully grow your business. Learn more at www.spinetix.com.

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