

PRESS RELEASE



ANT expands specialist sales department with new manager

Superyacht technology specialists, [Advanced New Technologies Ltd \(ANT\)](#) is continuing to expand its sales department with the appointment of a new specialist sales manager, Nigel Sherlock.

Internationally recognized for delivering cutting-edge technology solutions to superyachts and the luxury home market, industry leader, ANT has invested significantly in its professional services and sales team in order to raise the bar for its clients and lead the way in the industry.

Nigel joins ANT with over 20 years experience in the communications and entertainments systems sector. His prior success and sales and management skills demonstrated at multinational companies such as Bang and Olufsen and the Vodafone Group will help him make an instant impact for ANT. Having worked with various specialist and high-end technology products, Nigel has an excellent understanding of ANT's systems and the company's luxury-minded clientele.



Nigel Sherlock, Sales Manager

Paul Cook, Non-Executive Director at ANT says, "Nigel is a valued addition to our specialist sales team and will provide the detailed professional advice and support that all of our clients require and expect. He is a dynamic communicator and has an exceptional sales and business development background. We are extremely pleased to have Nigel join the team."

More...

Page 2/ ANT expands specialist sales department with new manager

In addition to its expanding sales team, ANT has recently launched its new after sales department, providing unparalleled support and care to customers from initial consultation all the way through to completion.

-Ends-

About ANT:

Advanced New Technologies Ltd (ANT) has over 22 years expertise helping design, specify, install, and support technology-based entertainment, automation, IT, security, navigation and communications systems to shipyards, yacht owners, and property developers.

Each system is tailored to meet custom specifications, providing clients with unparalleled service and support throughout the entire design, build and maintenance phases. The company offers a worldwide service from its UK offices, as well as through its centres in Holland, France and Germany.

For more information visit Advanced New Technologies website at www.a-n-t.net or call on +44 (0) 870 873 9700.

For more press information please contact Paul Cook at Advanced New Technologies Ltd, Tel Mob: +44 7785 246 468 or email: paul.cook@a-n-t.net; or Peter Ramsay/Sophie Quartley at ADPR Ltd, Tel 01460 241641, or peter@adpr.co.uk / sophie@adpr.co.uk

PR08 April 2010