

Sub-Atlantic Heads International Expansion

Sub-Atlantic Ltd has appointed a new sales and marketing manager to lead the growth of its international sales strategy. Alasdair Murrie is charged with leading the international technical sales team and strengthening the Aberdeen-headquartered company's worldwide distributor network. He will also be responsible for identifying and implementing future marketing and advertising strategies.

A member of both the Chartered Institute of Management and Society of Underwater Technology, Mr Murrie joins Sub-Atlantic after three years as International Distribution Manager with leading subsea sensor manufacturer Sonavision Ltd and four years in a senior management role with British Aerospace.

Prior to this he had a long and distinguished career in the Royal Air Force.

Sub-Atlantic is part of the Triton Group, an emerging global market leader in subsea technology which includes Perry Slingsby Systems, GEMS, UKPS, Subco, Cynergetix Pty Ltd and DPS.

"These are exciting times for Sub-Atlantic with the recent opening of international offices in Houston and Singapore facilitating local sales, spares, servicing and training support for the USA and Asia Pacific region respectively," said Mr Murrie.

"This, along with the potential afforded through Sub-Atlantic's membership of the Triton Group which allows the opportunity of a stronger international presence for all Group members through a complimentary range of products and services, means there is huge scope for expansion and I am delighted to be part of this dynamic new era for the business."

Sub-Atlantic general manager John Ferguson said: "We are pleased to welcome Alasdair to the company as we enter another period of development and growth. His experience in the sales sector is absolutely invaluable, particularly as we work hard to continue our international expansion, consolidating on the achievements made in the global marketplace in recent years."