

## Sarah Cox New Stage Precision CCO



Founder of Neutral Human and a well-known thought leader in the AV industry, Sarah Cox joins the Stage Precision team in the role of Chief Commercial Officer, ushering in the next evolution of the company's growth. With her years of experience in commercial strategy, marketing, and the converging nature of the industries around us, Cox is ideally placed to drive the expansion of SP Grid - the next generation of experience control platforms.

"For the past few years, I've been working closely with a handful of tech companies, including Stage Precision, and have loved helping shape the team's vision and commercial strategy behind SP V1 and now SP Grid," explains Cox. "As an advocate of the convergence we are seeing in the industries of AV, broadcast and live events, I have been drawn more and more towards identifying the most important elements required for a truly convergent future. Stage Precision occupies a pivotal role in this collective future, and I truly believe SP Grid platform represents the next evolution in experience control. The timing has never been better."

As a thought leader and advocate for converging technologies, Cox has spoken at major industry events and contributed to panel discussions with organisations and manufacturers such as ISE, AVIXA, Peerless-AV, BFI, Midwich and Samsung. Her insights into the needs of the emerging experience economy and the technologies that will be pivotal to this transitioning success have made her a trusted voice in redefining how the industry approaches experience control, automation and real-time data management.

“The world is moving towards low-code and no-code platforms, and the AV industry is no exception,” says Cox. “We’ve seen how industries like software development have embraced platforms that enable powerful application building without deep coding expertise. The AV industry is undergoing the same transformation. SP Grid is not just another control system. It redefines agnostic technology integration, data management and systems automation and deployment with an intuitive, visual-first approach.”

Cox’s role as CCO will focus on driving SP’s commercial direction under Michael Giegerich, CEO, as well as overseeing brand, marketing and customer experience strategies. With SP V1 having successfully exited Beta two years ago, this next phase is focused on scaling SP Grid across multiple markets and ensuring it becomes the backbone of digital experience automation worldwide. “This moment reminds me of when media servers transformed video playback in the industry, swiftly followed by 2D to 3D content workflows a decade later,” reflects Cox. “What was once a complex, specialist-driven process became standardised, scalable, and creative-first. SP Grid is bringing that same revolution to control and automation.”

Over the upcoming year, SP is set to roll out SP Grid to studios, immersive environments and live productions globally. The platform’s Beta access launches on March 31st 2025, marking a significant step towards the future of experience control. “We are beyond excited to welcome Sarah to the team now full-time in the role of CCO at Stage Precision,” confirms Michael Giegerich, CEO at Stage Precision. “Sarah’s passion for the future of our converging industries mirrors our vision for where we, as a team at Stage Precision, are heading next, with our experience platform. There is no better individual to lead our commercial efforts in this next chapter.”

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