The White Room Management Buyout

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Confirms commitment to grow and develop best-of-breed training and knowledge management offering

The White Room today announced that it would be subject to a management buyout from Mediasmiths International, the company it merged with in 2012. Andy Lovatt, the original Founder of The White Room, has formed a new management team with a clear vision of where media technology training is heading in the digital era.
The company will be based in Manchester, with a strong presence in London, and will continue to support its existing clients with the high level of innovation that has helped it forge a reputation as a leader in developing and delivering effective operational training solutions to the Media Industries in the UK and overseas.

“Training and Knowledge Management are being transformed by new technologies and learning practices,” comments Andy Lovatt. “Training is a key component for any successful business, but getting the right training to the right people to make an impact for the business has always been challenging. But now, with the rapid development of digital technologies, effective and tailored training can be deployed to enhance operational performance, customer services and deliver measurable business improvement.”

Kevin O’Meara, Commercial Director for The White Room, comments: “We have developed a range of products and services that are highly applicable to customers both within and external to the broadcast media market. We will, of course, continue to work closely with Mediasmiths, not just here in the UK but in the Nordics and Asia Pac as well.”

Andrew Brearley moves into the role of Managing Director for The White Room and brings a wealth of experience to the company from his career in broadcast and large project delivery. Joining as Operations Director is Stuart Almond who has successfully delivered several of the most complex training delivery projects the UK has seen.

“We have an excellent team with a diverse range of skills that compliment each other well,” comments Andy Lovatt. “We have some great clients and together we are hoping to shape the future for training, learning and support across the media industry and beyond.”

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