

CEO of global marketing group joins

Worcestershire Ambassadors

18 July 2024

Background

Having been instrumental in the decision to move the HQ for global marketing, software media and events business Marketing + Technologies Group to Shrub Hill in Worcester during 2021, Roland Renshaw the Group CEO has accepted an invitation to Join Worcestershire Ambassadors, an organisation of influential volunteers who's aim is to promote Worcestershire as a great place to live, work, invest, visit and do business.

Comment

"Having been born and raised in the county, I have a natural bias towards this area of the Midlands, however myself, my business partner (who attended Worcester University) and our entire management team made the decision to bring M+T Group and its subsidiaries to Worcester for sound business reasons. Part of our company ethos is to invest in the community where we work and live and so I am both flattered and encouraged to be asked to join the Ambassadors, an organisation that is very closely aligned with our own goals and outlook.

There is a great business community already established here, plus a highly skilled and available workforce (and another one in training in local education). We are benefitting from excellent apprenticeships and have established a great relationship

with an enlightened and capable county council and civic structure. Operating the world's largest online platform for 3D immersive environments for exhibitions, sales, training and events, we are pleased to be bringing valuable tech business to the area.

Having now also built what we believe is Europe's only solar powered digital broadcast studios here in Worcester we are looking forward to sharing our knowledge, expertise and opportunities with our fellow Ambassadors and contributing to local causes.

Jim McBride BEM, Chairman of the Board at Worcester Ambassadors added, "It's great to welcome another resourceful and motivated member to the group, someone who both shares our outlook and is committed to furthering the interests of the local area."

About Worcestershire Ambassadors

We are proud to be a unique organisation with core aims and objectives to help make Worcestershire a great place to live, work, invest, visit and do business. The Board are all volunteers working in partnership with or in support of established leading county organisations such as the County/District/City Councils, the Chamber of Commerce, the Local Enterprise Partnership, University and more recently the One Worcestershire campaign.

Image captions:

Image 1: Jim McBride BEM, Chairman of Worcestershire Ambassadors, presents membership certificate to Roland Renshaw, CEO of Marketing + Technologies Group, at Midland Road Studios, the business' own solar-powered digital broadcast facility in Shrub Hill, Worcester.

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About Marketing + Technologies Group

The Marketing + Technologies Group consists of four companies that all share a passion for technology, working together to provide our customers with a comprehensive service for each area of specialisation. DMA Europa is an award winning full-service agency that provides customers with a range of marketing services from brand development and strategy to global PR and communications, advertising, 3D design and render, video and creative output. V-Ex runs national and global physical events. It also owns and operates an online platform that delivers unrivalled digital experiences, from large-scale events, supplier conferences and exhibitions to sales and training environments. MTT translation experts provide a managed service for highly skilled technical translation, interpretation and documentation, specialising in the industrial B2B engineering, marketing and legal sectors. Midland Road Studios offers a combination of live broadcast and pre-record digital studio options using a 6m video wall installed in Studio #1, which is part of a full Conference Suite.

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