

Bluesky Appoints Steve Winter as Strategic Development Manager



Aerial mapping specialist Bluesky has appointed Steve Winter to the position of Strategic Development Manager. Winter, an accomplished and driven industry strategist, will help the Leicestershire based company devise, develop and deliver a comprehensive strategic and tactical plan for business development, growth and international expansion.

Winter will work alongside the existing commercial and technical teams to identify marketable opportunities and realise their potential and, reporting directly to the board of directors, will help shape the company's expansion into new market sectors and geographical regions.

"Steve has a proven track record in technical sales management," commented Rachel Tidmarsh, Managing Director of Bluesky. "He has worked with prestigious organisations, such as the Ordnance Survey, and has also helped smaller start-up companies prosper and achieve. At such an exciting time in our growth, Steve's experience, business acumen and vision will prove crucial to our continued success."

Winter joins Bluesky following extensive work with a variety of technology-based businesses and start-ups across the UK, specialising in structured sales leadership and business performance programmes. Prior to this he held the position of Sales Director at Glenigan the provider of UK construction project sales leads, market analysis, forecasting and company intelligence.

Winter has also held positions with the Ordnance Survey, where he was initially recruited to transform the Publishing Sector by introducing new technologies and product developments before leading the commercial exploitation of the national GNSS Infrastructure.

"It is an ideal time for me to join an organisation like Bluesky that is at the forefront of innovative geographic data solutions and sector thought leadership," added Winter. "During the past few years, the previously emerging areas of remote sensing, 3D modelling, BIM and LBS, for example, have become de facto standards across a wide range of industry sectors, and I am looking forward to working with their customers and partners to shape the future of product development and strategy direction."