



THE PEOPLE

NICK LOWE

Director of New Media, Satellite Media Ltd

Nick established the interactive division of Satellite Media in 2000 and is now the company's Managing Director. With a background in multimedia communication, Nick has grown the digital focus and innovation which has seen Satellite Media become highly successful as a mixed-media operation.

Over the past ten years, Nick has worked across multiple web, mobile and digital signage projects, providing strategy and leading design and technical processes. His expanded portfolio of capabilities includes all aspects of web, mobile, digital signage (touch applications for kiosks and interactive surfaces, in-store theatre), viral campaign production, digital TV channel design, content creation – and numerous other digital media projects.

In the last ten years, Nick has built a team of high-end developers, designers and project managers who specialise in creating award-winning, cost-effective digital projects. Nick works closely with the creative and development teams with a focus on strategy, innovation and growth of the Satellite business.

Nick is driven by a passion for media across all platforms and the exciting future of the converging media, technology and communications industries.