

XYZ Cultural Technology appoints Joël Beauchamp director of operations and hires Christelle Chevrette as director of production

The Montreal-based company specialized in audiovisual design and integration is pursuing its strategic growth plan, with Joël Beauchamp now director of operations and the addition of several key assets to the team.

Montréal, May 2, 2017 – Jacques Larue and Éric Cyr, partners at [XYZ Cultural Technology](#), are pleased to announce the promotion of Joël Beauchamp, CTS, to director of operations. Beauchamp has proven to be a tremendous asset to the team since he was hired as director of the installation department in November 2016. He has implemented new project and human resource management processes, as well as an after-sales program.

As the new director of production, Christelle Chevrette brings a keen interest in project management and multimedia production she honed at companies such as id3 and Figure 55. At XYZ, she will be responsible for the production of various immersive experiences, including [Statera, the 104th island](#), which will be showcased at the quai du Traversier de Sorel-Tracy (ferry dock) starting in June 2018.

Continued growth

With the [opening of an office in Dubai](#) and the hiring of new staff, XYZ Cultural Technology has doubled its personnel this past year as the company continues to pursue its strategic growth plan. “We have 75 ongoing projects,” explains Larue. “We are happy to welcome Joël, Christelle and several new employees into the fold. These key players will allow us to continue to deliver projects on time with the highest quality standards. We have a solid team, and our offices are bubbling with creative energy!”

In addition to Christelle Chevrette, XYZ has hired five new employees in the last two months: Ghislain Veronneau (integrating technician), Sylvain Boucher (programmer), Éric Freire (installation technician), Lizandro Acao (Level 2 IT technician) and Olivier Royer (after-sales service technician).

About XYZ Cultural Technology

XYZ disseminates culture and ideas through the medium of technology. Since 2006, the Montreal firm has produced state-of-the-art audiovisual projects all over the globe that attract and delight a broad public through museum exhibitions, interpretive displays, immersive environments, as well as shows and custom audiovisual solutions. XYZ’s successes include projects for Dubai’s City Walk, the Lodha real estate group in India, the Rio Tinto Alcan Planetarium and the Géoparc in Percé.

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Source and information:

Ariane Cambron, Marketing Communications
T.514-370-7717, ext. 119 | C.514-661-4789

acambron@xyz-tc.com

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