

Bluesky Expands Sales Team



Aerial survey specialist Bluesky has made two new appointments to their professional sales team. Peter O'Connell, with nearly thirty years experience in the aerial photography industry, joins the team as Business Development Executive while David Pearson, a graduate in Business Studies, will take on the role of Sales Executive.

O'Connell, who originally trained in graphic design, joined aerial survey company Aerofilms as a Photo Archivist in the early 1980's. During his time with the company he was promoted to the position of Managing Director and was responsible for the well loved title sequence from the BBC soap Eastenders and a number of 'coffee table' publications including 'Britain from the air'. O'Connell also played a part in the development of aerial photography as it is known today; championing the use of colour in vertical aerial surveys and introducing the first FMC survey cameras, the use of on-board GPS and the first ortho rectification installation.

Pearson, a graduate in Business Studies from Nottingham Trent University, is an experienced sales professional. He joins Bluesky from one of the UK's longest standing publishers, Northcliffe Media a division of Daily Mail and General Trust Plc, where he held the position of Field Sales Manager on a number of the company's regional titles.

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