

Vista Cinema Appoints Mischa Kay as Chief Revenue Officer

Auckland, New Zealand, Friday 2 December, 2022 – Vista Cinema, the world leader in cinema management software and digital solutions, has bolstered its senior leadership team with the promotion of London-based Mischa Kay to the new role of Chief Revenue Officer.

Vista Cinema is the largest business in Vista Group, the parent company to several businesses that provide software and technology solutions across the film industry, and Kay's promotion comes as Vista Group accelerates its platform-based strategy, offering cloud solutions that provide value for clients and power the moviegoer experience.

Kay previously held the positions of Managing Director for EMEA, where he led Vista Cinema's growth in new markets across the region, and more recently as Acting Global Head of Commercial, where he led the commercial strategy for SaaS solution Vista Cloud, which launched in 2021. Vista's technology empowers clients with rapid innovation and a more scalable and secure platform, and in his new role, Kay is responsible for supporting cinemas to thrive in a post-pandemic, digital-first environment.

With the shift to more than 70% of movie ticket purchases happening online, Vista is bringing modern solutions to clients with the Vista Digital Platform, including Lumos, Vista's sleek and configurable out-of-the-box solution for websites, apps and kiosk; and Omnia, bespoke digital channels aligned to clients' branding.

"Vista has been building on its cloud strategy for more than five years and this is the future of cinema. I'm looking forward to bringing exceptional Digital and Cloud SaaS solutions to the global cinema market, over 50% of which are existing clients. In my role, that means aligning teams across the business to empower better moviegoing experiences through technology and constantly delivering innovation to our Cloud clients," says Kay.

"As a hugely valued member of the Vista Cinema team for 16 years, Mischa brings a great deal of expertise and invaluable knowledge to his new role. We're excited to see him drive the transformation of our client engagement model that, through Vista Cloud, delivers client success experiences that allow cinemas to focus on what's important to them: the moviegoer experience," says Vista Cinema CEO, Leon Newnham.

"We believe in the transformation our cloud strategy will bring to cinema teams, from film bookers through to IT departments and everyone in between, and I am really looking forward to proving that with our early-adopter clients in the coming years," finishes Kay.

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