



Antonio Tedeschi (left) and Anna Viralainen (right) have strengthened the Bluewater team in the UK and Ireland

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Bluewater UK Strengthens Events Team with New Hires Anna Viralainen and Antonio Tedeschi

London, UK, September 14, 2023 - Bluewater UK, a world-leading event water and beverage solutions company, is thrilled to announce the appointment of Anna Viralainen as the new Head of Events Delivery and Antonio Tedeschi as the Key Account Manager. These strategic hires, both of which are based out of Bluewater's London-based head office, come as part of the company's plans for future growth and expansion.

With over ten years of experience in the event management industry, Anna Viralainen (pictured above) brings a wealth of knowledge and expertise to her new role. Having previously worked for prestigious international events organizations such as the King's Fund and Millennium Point, she has a proven track record of delivering exceptional results and exceeding client expectations. Anna's strong leadership skills and strategic vision will drive Bluewater's events division to new heights.

Antonio Tedeschi (pictured above), the newly appointed Key Account Manager, is widely recognized for his outstanding relationship-building skills and commitment to client satisfaction. With over eight years of experience in managing high-profile sales accounts in the food sector, Antonio is a valuable addition to Bluewater UK. His customer-centric approach and ability to understand clients' unique needs will further strengthen the company's reputation for exceptional service.

“Adding Anna Viralainen and Antonio Tedeschi to our team marks an exciting milestone in Bluewater UK's journey, said the company's managing director, Philip Russell. “Their extensive industry knowledge and passion for excellence align perfectly with our future plans. We are confident that their strategic expertise and client-focused approach will play a pivotal role in driving our company's growth and success.”

The event management industry is rapidly evolving, and organizations are seeking innovative solutions to create memorable experiences for their audiences. Bluewater UK recognizes this need and is committed to staying ahead of the curve. By investing in top-tier talent like Anna Viralainen and Antonio Tedeschi, the company is well-positioned to continue delivering exceptional events and exceed client expectations.

The addition of experienced professionals like Anna Viralainen and Antonio Tedeschi underscores Bluewater UK's strong commitment to providing unparalleled event water and beverage management solutions. Their appointments will reinforce Bluewater's growing presence as a major player in the competitive events industry in the UK, Europe, USA, South Africa, and Southeast Asia, which was recently underlined with the signing of a new three-year contract with the R&A to supply its cutting edge hydration solutions to The Open championships and the AIG Women's Open.

For more information, please contact

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About Bluewater

Bluewater has set its sights on being the world's most planet-friendly beverage company by innovating disruptive water purification technologies for home, work, and play. Bluewater is on a mission to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation by providing great-tasting purified drinking water generated and distributed at the point of use. Bluewater products are available to consumers, hotel and catering operations, and event and venue organizations in Europe, the USA, the UK, China, Southeast Asia, the Middle East, and Africa. Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and has also been recognized for its sustainability efforts by numerous other publications.

<https://www.bluewatergroup.com>

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