

Ioseba (Joe) Tena

As SeeByte's Sales Manager, Joe is responsible for the development of SeeByte's commercial strategies and managing the marketing sales process within the company. He has been involved in developing smart solutions for the underwater vehicle industry for more than 10 years and continues to lend his engineering expertise to the team. Joe's focus on customer relationships and needs was the driver behind his transition to SeeByte's sales team.

Joe attended the Product and Channel Management and Marketing Innovative Actions Programme funded by the Scottish Government. As part of this programme, he visited Sun Microsystems in California and worked with the Global Channel Strategy Group. He joined SeeByte as a founding member of the management team and initially led the development of navigation, sonar imaging and sonar processing tools. He has played an integral role in the development of SeeTrack and was the recipient of a SMART Award. Prior to SeeByte he worked as a Research Associate at Heriot-Watt University developing smart software for Autonomous Underwater Vehicles (AUVs).