

Hibs announce new official technology partner

Hibs have announced a new partnership with TEC:Agency, who will feature on the left sleeve patch of the 2020/21 shirts.

TEC:Agency, now the Official Technology Partner of Hibernian, are a full-service digital agency, based both in UK and in Romania, who specialize in creating and implementing engaging digital experiences for their customers.

The combined experiences in sport and technology will create a legacy for the club and its fans, as every resource will be used to drive innovation and enhanced digital experiences for everyone connected with the club.



Ladbroke's Scottish Premiership – Hibernian v Hamilton Academical. Easter Road Stadium, Edinburgh, Midlothian, UK. 22/01/2020. Pic shows: Hibs' central midfielder, Stevie Mallan, heads home the winner during the second half as Hibs beat Hamilton Accies 2-1 at Easter Road Stadium, Edinburgh. Credit: Ian Jacobs

Greg McEwan, Hibernian FC's Head of Marketing & Brand Partnerships, said: "I am absolutely delighted to secure TEC:Agency as the club's Official Technology Partner. We have a phenomenal fanbase who are passionate about the club and working with TEC in the coming months and years will allow us to work up ways of establishing engaging platforms and customer journeys to bring them closer to the club. TEC are one of Europe's leading technology teams with great experience in sport and we are excited to get started in this partnership."

Traian Rus, TEC:Agency's CEO, said: "We are thrilled to become

the Official Technology Partner of Hibernian Football Club. Committing to support a team with almost 150 years of experience is an honouring experience for us. In so many ways, this partnership comes as a natural fit for both brands, TEC and Hibernian, as we join our efforts and experience into pursuing excellence in sports. We are very excited about this opportunity to partner together and we are looking forward to use technology in such a manner that will surely and positively change the football club's overall achievements.

“We have a long and outstanding experience and history in the sports and entertainment world. At TEC, the passion for sports is part of our culture. It defines us not only professionally, but also as individuals. Sport means more than just clients for us, it's a passion. Before being experts when it comes to technology and sports, we are fans, first. This means that passion, intuition and know-how are added as an extra benefit in any project involving sports.”