

# Tony Blokdyk joins West Entertainment



Tony Blokdyk joins West Entertainment as Senior Director of Client Relationships

[West Entertainment](#) has hired Tony Blokdyk as Senior Director of Client Relationships. Blokdyk brings 20 years of lab operations, digital asset management and client services experience to West.

Blokdyk will work closely with Shafin Virji, Vice President of West's lab services, and oversee distributor clients.

"Tony's strong relationships with West's valued content owners, his attention to detail and coolness under pressure gives even further depth to West's overall lab team," said Virji.

"Tony is well known in the industry. His even-tempered nature combined with his expert knowledge of all aspects of the job make him an ideal fit to handle some of West's esteemed clients," said Rick Warren, Managing Partner at West.

"Rick and Shafin have assembled a highly qualified and motivated team at West Entertainment that I believe best meets the needs of the ever-evolving IFE lab business. I am excited to join them as West continues to prove that they are best-in-class at what they do," said Blokdyk.

Blokdyk's appointment follows a recent string of promotions at West since late August.

Eric Silverstein was named Vice President of Operations and Technology. Silverstein brings more than 20 years of experience to the role and has been an integral part of West's success over the past five years. He will oversee West's CSP Operations, working in conjunction with [The Lab at West](#), an MPA/TPN certified facility that ensures all content is 100 percent secure, to ensure smooth deliveries for West's clients, whilst also seeking continuous improvement to processes and the We by West platform to meet the demands of the growing client base. Silverstein also manages all new technologies and partnerships - being the key driver of success for West's DnA initiatives and Jetset AI product.

Lindsay Arellano is promoted to Senior Account Director, having successfully managed her client accounts through both the challenges and opportunities over the last few years. Arellano has expert leadership skills, operational excellence and world-class client services. She specializes in personalized service, ensuring that West's clients are taken care of while managing the diverse programming offered to her clients.

Ayesha Virji is now Account Director for West, having demonstrated flexibility and the ability to pivot during the pandemic, turning her attention to the Fly division, and demonstrating organizational skills combined with a genuine passion for content and service. In her role, she will continue to work on her airline accounts, and also oversee West's Cruise division as it begins to recover post-pandemic.