

Since 2004, Mr. Bucas has been the CEO of Scala, the recognized worldwide market leader in the Digital Signage Software market with an installed base larger than all of its competitors combined. Prior to his appointment as CEO, Mr. Bucas was the Chairman of the Board of Directors of Scala for a number of years. Although based in the USA, Mr Bucas travels extensively in Europe and other parts of the world due to Scala's strong international market presence – Scala's four foreign subsidiaries create just over 50% of its total sales.

Mr. Bucas has lived in each of three continents for seven years or more and has been deeply involved in the computer and high-tech industry for more than thirty years. Digital Media Magazine named him one of the Digital Media 100 top leaders in 2004. His pioneering work in South Africa in the development of digital public packet switching networks and distributed network operating systems, lead to a senior Strategic Planning and Advanced Technology role at Olivetti in Italy and later in California. He then joined Commodore International where he was appointed as Vice President of Technology in 1985. In 1988 he started Great Valley Products (GVP), which became the leading third-party supplier in the worldwide Amiga aftermarket and the company was subsequently listed in the "Inc 100" fastest growing private companies in the USA.

Mr. Bucas is a Business & Computer Science graduate from the University of South Africa where his passion for business and business processes started in Operations Research and enterprise-wide Management Information & Control Systems.