

GREG ELSTON

Technical Director



As Technical Director at Creative Edge Group, Greg brings over 40 years of AV and event production expertise to the table. He oversees every technical detail of CEG's client events—from staging and audio to on-site setup—ensuring a seamless experience from start to finish. Greg's career spans the globe, having produced events in 62 countries for audiences ranging from 50 to 15,000 attendees. While he hasn't tackled the Super Bowl yet, it's on the bucket list. Known for staying ahead of the curve, Greg continually integrates the latest technologies to deliver innovative, world-class productions. His deep industry knowledge and willingness to embrace new challenges make him an indispensable part of the Creative Edge Group team.

ESPECIALLY REWARDING PROJECTS

- Worldwide global roadshow that took place in 12 different countries for a top consulting firm.
- Installation of a high-end audio/video systems at various venues throughout the USA.
- Custom design and integration of a sports production truck used to broadcast a range of sporting events.

HAPPINESS OUTSIDE OF WORK

- Traveling with family to warm beach destinations.
- Quality time with my grandkids, whether it is playing games, sharing stories, exploring the outdoors, or simply enjoying their laughter, these moments are some of the most rewarding and joyful parts of my life.
- Supporting others in their professional journeys is one of my greatest passions. I find real fulfillment in mentoring, sharing knowledge, and creating opportunities that help others grow, gain confidence, and reach their full potential.