Riedel Hires Guillaume Mauffrey as Sales Director APAC



In a significant addition to the company's global sales team, Riedel Communications has appointed Guillaume Mauffrey to serve as sales director APAC. In this new position, which Mauffrey assumed on Jan. 1, he is responsible for Riedel's business growth across the entire Asia-Pacific region.

"Guillaume brings a great deal of Asia experience to Riedel's business case, and a wealth of industry knowledge as well," said Jens Miedek, Executive Director of Global Sales at Riedel. "As a former COO of Ideal Systems, one of the biggest system integration companies in Asia and a key Riedel partner in Taiwan and Hong Kong, he is already familiar with the company's product portfolio and our footprint in the region. Guillaume is an ideal fit for this new role, and it will be great to work with him as part of the Riedel team."

Mauffrey joins Riedel following nearly nine years with Ideal Systems Asia Pacific Limited, the region's leading integrator for broadcast, cloud, and pro AV, where he managed global operations for the group and its 12 offices in 10 countries. He earlier held sales leadership roles with communications and IT services provider SpeedCast, serving first as director of business development and then as head of sales for Northeast Asia, including the role of country manager for China.

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Mauffrey’s early career roles with APAC businesses included business development manager for Globecomm Systems and Amadeus Group Limited, as well as Greater China sales manager for UPEK. He holds a B.A. in International Relations from Boston University and an M.S.C. in Management for China from SOAS, University of London.

“I am excited to join a market-leading brand like Riedel and growing the customer base in a dynamic APAC region” said Mauffrey. “I look forward to continuing to support our existing clients and providing the technology to new ones to unlock value in their respective industries. Broadening the presence of Riedel in China and India will play a large role in getting to the next level with the company in APAC ”

Based in Hong Kong, Mauffrey reports directly to Miedek.

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