

Riedel Restructures EMEA Sales and System Consulting Teams



Riedel Communications today announced that the company is restructuring its EMEA sales and system consulting team architecture to support their ongoing growth in the EMEA region. While sales will be reorganized in six larger regional units, system consulting will form a dedicated EMEA unit led by experienced systems engineer Ilona Valent.

“Building on our strong development of recent years, we want to sharpen our focus on the specific requirements for each country and region. So now is the right time to transfer our experienced EMEA sales and system consulting team into a new strategic structure with corresponding responsibilities,” said Jens Miedek, Executive Director Global Sales at Riedel.

Six regional sales directors will shape Riedel’s future EMEA business – headed by Jürgen Diniz-Malleck acting as sales director EMEA. The DACH region will be represented by Marco Kraft, while Tobias Kronenwett will lead the Eastern Europe region as well as CIS countries, Central and South Africa. Wilbert Kooij will take responsibility for Northern Europe, while Southern Europe, led by Franck Berger, will be expanded to include France, Italy, Portugal, and Spain. Maribel Roman Gomez will keep the sales responsibility for her countries Spain and Portugal, reporting into Berger. Ahmed Magd (Middle East) and Paul Rivens (United Kingdom and Ireland)

will continue to be responsible for their existing territories, but now acting as regional sales directors.

“For our customers, the regional sales contacts will remain the same in most areas. But with this restructuring we are bringing even closer technical and presales support, as well as faster turnaround times to the market. With the refined structure and close collaboration with the System Consulting EMEA team, we will leverage powerful synergies that allow us to process regional customer requirements even more quickly,” Miedek commented.

The newly formed system consulting EMEA team will be led by Ilona Valent, who joins Riedel as head of system consulting EMEA after having served in various technical management roles at international broadcasting technology manufacturers and systems integrators. Her team will continue to support the regional sales directors and sales managers locally, while the new reporting structure will bolster consistency, efficiency, better knowledge transfer, and service continuity. Based in the UK, Valent reports to Craig Thompson, executive director of Riedel’s new customer success department.

Thompson added, “With Ilona at the helm, our new system consulting team is sure to drive customer satisfaction. Bringing with her over a decade of experience in the broadcast industry, she knows the worlds of both broadcast production and manufacturing inside and out – and comes with a keen sense for the needs and challenges of our clients. As we strive to create a consistently exceptional customer experience in these volatile times, specialists like Ilona are absolutely key. I’m more than happy to welcome her to my team.”

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