[cid:A4BE27EC-A98F-4260-A898-6FA4583333D7](https://www.facebook.com/RiedelCommunicationsInternational) [cid:21400107-5198-44A4-8380-39CFBA036299](https://twitter.com/RIEDELnet) [cid:BF9E6F54-AD0A-4522-8765-78FCF38E0C72](https://www.linkedin.com/company/549773) [cid:E61FE41F-A405-4275-AAF5-779DF0D632A3](https://www.youtube.com/c/RiedelNet) [cid:5E15EB87-5F8C-4126-83BA-3B6AE9A0931B](http://de.pinterest.com/RIEDELnet/) [cid:6E588F20-746B-480A-9E69-833ED9BE4334](http://instagram.com/riedelcommunications) [Icons web 25px9](http://de.slideshare.net/RIEDELCommunications)

|  |  |
| --- | --- |
| **Agency Contact:**  Ian Cookson  Wall Street Communications  Tel: +44 (0) 77951 97223  Email: [ian@wallstcom.com](mailto:gretar@wallstcom.com) | **Riedel Communications Contact:**  Serkan Güner  Marketing and Communications  Tel: + 49 (0) 174 33 92 448  Email: [press@riedel.net](mailto:press@riedel.net) |

**Link to Word Doc:** [www.wallstcom.com/Riedel/210427-Riedel-Trip\_Wootten-Sales\_Manager.docx](https://www.wallstcom.com/Riedel/210427-Riedel-Trip_Wootten-Sales_Manager.docx)

**Photo Link:** [www.wallstcom.com/Riedel/Riedel-Trip\_Wootten-Sales\_Manager.png](https://www.wallstcom.com/Riedel/Riedel-Trip_Wootten-Sales_Manager.png)

**Photo Caption:** Trip Wootten, Riedel’s New U.S. Southeast Regional Sales Manager

**Trip Wootten Joins Riedel as U.S. Southeast Regional Sales Manager**

**BURBANK, Calif.** — **April 27, 2021** — Riedel Communications today announced the appointment of Trip Wootten as regional sales manager for the U.S. Southeast. Reporting to Rich Zabel, Vice President of Sales, Riedel Communications Inc., the Americas, Wootten will lead direct and channel sales for a large and rapidly growing market that includes Florida, Georgia, Alabama, South Carolina, and North Carolina.

With deep expertise in the Southeast region, Wootten brings over a decade of sales, sales support, and sales engineering experience to his new position at Riedel. Most recently, he oversaw a large Southeastern sales territory as regional account manager for Grass Valley, a role he also previously filled for Telestream. Prior to joining Telestream, Wootten served for more than seven years at Grass Valley in account management, sales management, sales support, and inside sales positions. He also previously worked in inside sales for the WH Platts Company and formerly served as an IT support engineer for North Point Community Church.

Zabel commented, “It’s a pleasure to welcome Trip to our team. After working with him previously at Grass Valley, I know he’ll make an outstanding addition to our sales operation. He knows the Southeast market inside and out, so he’ll be able to hit the ground running and start having an immediate impact as we continue growing our sales presence in the region.”

Further information about Riedel and the company’s products is available at [www.riedel.net](http://www.riedel.net).

# # #

**About Riedel Communications North America**  
Riedel Communications designs, manufactures, and distributes pioneering real-time video, audio, data, and communications networks for broadcast, pro audio, event, sports, theater, and security applications. Riedel is locally headquartered in Burbank, California, with its global headquarters in Wuppertal, Germany. Riedel employs over 600 people in 24 locations throughout Europe, Australia, Asia, and the Americas.

All trademarks appearing herein are the property of their respective owners.