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**Link to Word Doc:** [www.wallstcom.com/Riedel/211104-Riedel-William\_Wong.docx](https://www.wallstcom.com/Riedel/211104-Riedel-William_Wong.docx)

**Image Link:** [www.wallstcom.com/Riedel/William\_Wong.jpg](https://www.wallstcom.com/Riedel/William_Wong.jpg)

**Image Caption:** William Wong, Riedel’s new Regional Sales Manager for Southeast Asia.

William Wong Joins Riedel as Sales Manager for Southeast Asia

**WUPPERTAL, Germany** — **Nov. 4, 2021** — Riedel Communications today announced the appointment of William Wong as the company’s regional sales manager for Southeast Asia. Wong joins the company with more than 20 years of experience in the broadcast video industry. He will be responsible for leading both direct and channel sales across the region.

“With years of experience in broadcast technology sales in Southeast Asia, William has a terrific understanding of markets across region, an impressive network of connections across channel partners and direct clients, and a reputation as a knowledgeable and personable sales professional,” said Simon Roehrs, Director APAC at Riedel. “We’re very pleased to welcome him to Riedel.”

Wong joins Riedel having most recently served in roles as senior sales manager and regional sales manager for Southeast Asia for EditShare UK. He earlier served in similar roles at Imagine Communications and Matrox Video. He began his career as a product manager for Matrox in Malaysia. Over his career, Wong has worked with leading media organizations across Malaysia, Singapore, Indonesia, Myanmar, Thailand, Cambodia, Philippines, and Vietnam, and he has worked closely with channel partners in managing sales, after-sales, and support of key regional clients.

“While offering renowned communications and real-time media network products, Riedel continues to innovate and deliver new solutions that are shaping the future of the broadcast and production industries,” said Wong. “It’s an exciting time to be joining the company and bringing greater awareness of Riedel solutions to territories across Southeast Asia.”

Wong will be based in Singapore and reports directly to Roehrs.

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

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**About Riedel Communications**

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. The company also provides rental services for radio and intercom systems, event IT solutions, fiber backbones, and wireless signal transmission systems that scale easily for events of any size, anywhere in the world. Riedel is headquartered in Wuppertal, Germany, and employs nearly 700 people in 25 locations throughout Europe, Australia, Asia, and the Americas.

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