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**Link to Word Doc:** [www.wallstcom.com/Riedel/220202-Riedel-Craig\_Thompson.docx](https://www.wallstcom.com/Riedel/220202-Riedel-Craig_Thompson.docx)

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**Photo Caption:** Craig Thompson Headshot

**Riedel Names Craig Thompson as Executive Director of Its New Customer Success Department**

**WUPPERTAL, Germany** — **Feb. 2, 2022** — Riedel Communications today announced that Craig Thompson has joined the company as executive director of its new Customer Success Department. In his new role, Thompson will oversee operations for the department, which was created to deliver a frictionless experience for customers — from the initial demo and system design to training, delivery, and post-sales support — while expanding the company’s services portfolio and associated revenue streams.

“With the creation of our Customer Success Department, we’re realizing our vision of customer-centric operations, while preparing a solid foundation to support a product portfolio of hardware and software products,” said Rik Hoerée, CEO Product Division at Riedel Communications. “With an impressive record of improving customer satisfaction, exceeding sales targets, and managing world-class services teams, Craig is a natural fit to lead our Customer Success team, and we’re thrilled to welcome him to Riedel.”

Thompson has over 20 years of management experience in the media production and broadcasting industries. He comes to Riedel from Grass Valley, where he served as vice president of customer success and business transformation. Before it was acquired by Grass Valley, he held the position of head of global services at Snell Advanced Media (SAM) and served as the global head of commercial sales at both SAM and Quantel.

Previously, Thompson was with Ericsson Television (formerly Tandberg Television) for nearly 18 years. He joined the company in 1997, relocating to Sydney to head up its Australasia Services department. He ended his tenure with the company as director of operations and services, EMEA. In this role, he was responsible for the delivery, support, and sales growth for the company’s media and software service solutions within the region.

“It’s an exciting time to be joining Riedel, as the company delivers on its commitment to our customers with the new Customer Success Department,” said Thompson. “Riedel already offers a robust line-up of services — whether it’s consulting, technical support, or training courses — and I’m looking forward to expanding our portfolio even further to ensure a seamless customer experience.”

Craig Thompson is based in Southampton, England, and reports directly to Rik Hoerée.

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 is headquartered in Wuppertal, Germany, and employs over 700 people in 25 locations throughout Europe, Australia, Asia, and the Americas.

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