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**Link to Word Doc:** [www.wallstcom.com/Riedel/230302-Riedel-Ben\_Mariage.docx](https://www.wallstcom.com/Riedel/230302-Riedel-Ben_Mariage.docx)

**Photo Link:** [www.wallstcom.com/Riedel/Ben\_MariagePR.jpg](https://www.wallstcom.com/Riedel/Ben_MariagePR.jpg)

**Photo Caption:** Ben Mariage, Sales Director, CALA

**Riedel Expands Presence in the Americas With Appointment of Benjamin Mariage as Sales Director, CALA**

**WUPPERTAL, Germany** — **March 2, 2023** — Riedel Communications is excited to announce the appointment of Benjamin Mariage to the role of Sales Director, Central & Latin America (CALA), expanding Riedel’s presence in the Americas and putting an emphasis on growth in the region. Mariage will manage business development and sales growth throughout CALA, supporting clients, resellers, and industry trade shows in the region with his extensive knowledge of Riedel’s exceptional engineering.

“We are thrilled to have someone like Ben who is experienced in both the technology and the region,” stated Joyce Bente, President/CEO, Riedel Communications, the Americas. “Not only is Ben well versed in live production and replay, but he also fully understands and is passionate about the region’s nuances. He brings a wealth of knowledge and connections to help us reach the customers that need us in CALA.”

While living in Latin America for the past 20 years, Mariage has worked extensively in the live production and broadcast industry, dealing with workflows for small to large broadcasters in CALA. After Riedel acquired Simplylive in September 2022, Mariage chose to continue his role in the new company as business development manager for LATAM while taking on the additional role of sales director. Prior to Simplylive, Ben spent over 14 years with EVS as the vice president of sales for LATAM.

“I’m passionate about LATAM and love the challenge of this complex market,” said Mariage. “I’m thrilled to join a group of such dedicated professionals. The Riedel brand is recognized for its state-of-the-art technology, and it is an exciting and rewarding challenge to bring its solutions into the Central and Latin America region. Riedel products and the Simplylive solutions provide an excellent set of tools that we look forward to deploying to a wide variety of users in CALA.”

“We are excited to have a local presence in the region once again, and we are very eager to be able to bring forth the Riedel portfolio, including Simplylive solutions, which are well suited for CALA customers” Bente added. “We see a huge opportunity for growth, both for Riedel in the region and for our customers that choose to use our products.”

Mariage will be located in Mexico and report to Joyce Bente.

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. Riedel is locally headquartered in Santa Clarita, California, with its global headquarters in Wuppertal, Germany. Riedel employs over 1,000 people in 30 locations throughout Europe, Australia, Asia, and the Americas. *All trademarks appearing herein are the property of their respective owners.*