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**Link to Word Doc:** [www.wallstcom.com/Riedel/230607-Riedel-Marion\_Dimayuga.docx](https://www.wallstcom.com/Riedel/230607-Riedel-Marion_Dimayuga.docx)

**Photo Link:** [www.wallstcom.com/Riedel/Marion\_Dimayuga.jpg](https://www.wallstcom.com/Riedel/Marion_Dimayuga.jpg)

**Photo Caption:** Marion Dimayuga, General Manager, Southeast Asia, Riedel Communications

Riedel Appoints Marion Dimayuga as General Manager of Southeast Asia

**WUPPERTAL, Germany — June 7, 2023** — Riedel Communications today announced that Marion Dimayuga has been appointed to the position of general manager of the company’s Southeast Asia (SEA) region. Reporting to Guillaume Mauffrey, sales director Asia-Pacific, Dimayuga will primarily oversee the sales and profit of the Singapore sales unit, including support of key accounts, contract negotiations, and business generation for current channels and new clients in related segments. Additionally, he will determine and monitor the division’s key performance indicators, implement subgoals based on corporate planning by executing specific and detailed measures, and work closely with other divisions and sales units to put findings from the relevant markets and competitive analysis into practice.

“We are excited for Marion Dimayuga to join Riedel and help us expand our market leadership in SEA,” said Mauffrey. “As an accomplished industry veteran, Marion’s regional expertise will be essential in maintaining intensive contacts with clients, suppliers, and partners to identify long-term trends in demand and supply behavior. We are looking forward to his leadership and continuous development in coaching our team, especially when it comes to modern management, sales, and marketing methods.”

Dimayuga has worked in the broadcast and pro AV industry for over two decades, making him an expert in the regional market and its players. Before joining Riedel, he headed the Imaging Network Business Division of Panasonic System Solutions’ Asia-Pacific branch. Through that role, together with his previous position as JVC Asia's regional sales and marketing team leader, he brings a combined 17 years of leadership experience to the company.

“I’m excited to join Riedel and embrace the challenge of strategically expanding our channel sales network in the ever-competitive and complex SEA region,” said Dimayuga. “In my work, I’ve always enjoyed coming up with transformative business development initiatives and putting them into practice. I look forward to growing our key channels by helping our clients pursue their goals in broadcast, media, entertainment, and beyond.”

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 over 1,000 people in 30 locations throughout Europe, Australia, Asia, and the Americas.  
  
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