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**Link to Word Doc:** [www.wallstcom.com/Riedel/230713-Riedel-Peter\_Shen.docx](https://www.wallstcom.com/Riedel/230713-Riedel-Peter_Shen.docx)

**Photo Link:** [www.wallstcom.com/Riedel/Peter\_cropped.jpg](https://www.wallstcom.com/Riedel/Peter_cropped.jpg)

**Photo Caption:** Peter Shen, China General Manager, Riedel

Riedel Appoints Peter Shen as China General Manager

**WUPPERTAL, Germany — July 13, 2023** — Riedel Communications today announced that Peter Shen has been appointed to the position of China general manager. Reporting to Guillaume Mauffrey, sales director, Asia-Pacific (APAC), Shen will oversee the sales and profitability of the China sales unit, executing specific and detailed measures to achieve sub-goals derived from corporate planning. Additionally, he will assist in key accounts, lead contract negotiations, and expand business opportunities by managing and developing existing channels, as well as acquiring new clients in various market segments.

“We eagerly welcome Peter to the Riedel team and look forward to his help in expanding our market presence in China,” said Mauffrey. “Not only has Peter kept close connections with end users and resellers in the country, but he also has demonstrated tremendous strength in marketing, sales, team building, and channel management. His knowledge of our client’s needs for video processing, transmission communication, and network security will be crucial in securing the Riedel brand as the top player.”

Before joining Riedel, Shen served as VP of business development at TVU Networks for over five years, leading the global product, R&D, marketing and sales efforts of TVU’s router product family and establishing five hardware, software and cloud SaaS platform product lines. In this role, he was also responsible for forging strategic partnerships and initiating cooperations with some of China's main tech players.

Prior to that, Shen served as general manager of LiveU’s China division, where he expanded the company’s business from the traditional broadcast industry to the online video, public security, and consumer markets. His earlier career roles include technical and managerial positions at Harmonic, Radyne, Pinnacle Systems and Beijing Founder Electronics.

“I’ve always welcomed the challenge of exploring new technologies and markets, so I’m thrilled to join Riedel and help expand our channel sales network throughout China,” said Shen. “I look forward to enhancing our company's visibility and reputation throughout the region by helping show how much our solutions can accomplish.”

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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