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**Link to Word Doc:** [www.wallstcom.com/Riedel/230801-Riedel-Kevin\_Collins-SVP.docx](http://www.wallstcom.com/Riedel/230801-Riedel-Kevin_Collins-SVP.docx)

**Photo Link:** [www.wallstcom.com/Riedel/Headshots-One\_Diversified-2.jpg](https://www.wallstcom.com/Riedel/Headshots-One_Diversified-2.jpg)

**Photo Caption:** Kevin Collins, Senior Vice President of Sales, Riedel North America

Riedel Appoints Kevin Collins As Senior Vice President of Sales, North America

**WUPPERTAL, Germany — Aug. 1, 2023** — Riedel Communications today announced that Kevin Collins has been appointed to the position of senior vice president of sales, North America. In this role, Collins will leverage the many contacts he gained in his varied experience as a customer, integrator, and vendor while also leaning on his expertise in pulling together multiproduct solutions.

“We are thrilled to welcome Kevin as the leader of our entire North America sales team,” said Joyce Bente, President – CEO, The Americas at Riedel. “As a thought leader, change agent, and consultant, Kevin has proven his ability to forge and scale valuable partnerships, driving growth and increasing influence in the market. Moreover, his adaptability to embrace ever-changing technology and solutions will ensure that Riedel remains at the forefront of innovation. With his strategic vision and executive experience in business development, we believe he will be instrumental in steering our ideas from inception to successful execution.”

Collins joins Riedel after nearly 30 years at Diversified, where he was one of the founding members. Collins maintained an executive management role throughout his tenure and was instrumental in the strategy and growth of the organization, which ultimately became a billion-dollar powerhouse in the industry. He held management roles at Diversified including vice president of sales, 12 years as executive vice president and chief operating officer, and president and chief operating officer for four years. His last role was as president of the company’s international business unit. While leading a team of 600 members and seven direct reports, he spearheaded the technology solutions provider’s global operations to produce $200 million in annual revenue.

Notably, one of Collins’ key initiatives in establishing Diversified’s role as a thought leader in the industry included creating a team of subject matter experts for emerging technologies and solutions (ET&S). The goal of ET&S was to partner with clients to improve their technical operations and deliver first-of-a-kind solutions based on their real-world understanding of the actual capabilities of systems, people, and spaces. Today, clients recognize those experts’ thought leadership position as the first waypoint on the journey to leveraging advanced practices and emerging technologies to strengthen their business.

“I am both honored and thrilled to embrace this new chapter at Riedel Communications, and I eagerly anticipate spearheading our sales efforts, forging new partnerships, and driving the company’s growth to unprecedented heights,” said Collins. “Together, we shall empower our clients with cutting-edge solutions and foster stronger connections in the ever-evolving world of technology.”

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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