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**Photo Caption:** Lucy O’Brien, Customer Success Director, EMEA, at Riedel Communications

**Riedel Expands Global Team With Appointment of Lucy O’Brien as Customer Success Director, EMEA**

**WUPPERTAL, Germany** — **Oct. 18, 2023** — Riedel Communications today announced that Lucy O’Brien has been appointed to the role of customer success director to accommodate the company’s continued growth in Europe, the Middle East, and Asia. O’Brien is a seasoned broadcast engineer with more than 20 years of industry experience. She will report to Riedel Communications Executive Director, Customer Success, Craig Thompson.

“Lucy joins Riedel at a pivotal time in our journey to provide our clients with a customer-centric approach under the newly created customer success team,” said Thompson. “She has an impressive history working with major broadcasters and operators over the past two decades and is a natural fit within our organization. I look forward to working with Lucy as we continue to expand the team and pursue our goal of providing world-class customer satisfaction. Her experience in developing client and vendor partnerships, as well as strategically providing solutions to complex technical challenges, will be essential to Riedel’s ongoing growth.”

O’Brien got her start at leading U.K.-based media group BSkyB (later Sky), where she worked in roles including technical director of Sky Sports News and Interactive and engineering project manager. Most recently, she served as group CTO at the European Media Group (EMG), a global provider of broadcast services and media solutions for live sports, entertainment, and events, where she was responsible for leading the development of the company’s Europe-wide CTOs.

“I have been a customer of Riedel for many years, and I’m excited to shift roles and become part of this dynamic and innovative company — a key player in the live production industry,” said O’Brien. “Customer success is a new chapter for me in my career, and I look forward to bringing my experience as a client to my work within the Riedel team. Even as we move forward with implementing key efficiency improvements that the team already has identified for clients, I’ll be listening to my team and our customers to learn where else we can deliver outstanding service.”

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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