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| --- | --- |
| **Agency Contact:**  Sunny Branson  Wall Street Communications  Tel: +1 801 326 9946  Email: [sunny@wallstcom.com](mailto:sunny@wallstcom.com) | **Riedel Communications Contact:**  Serkan Güner  Marketing and Communications  Tel: + 49 174 3392448  Email: [press@riedel.net](mailto:press@riedel.net) |

**Link to Word Doc:** [www.wallstcom.com/Riedel/240328-Riedel-Julia\_Rodgers.docx](https://www.wallstcom.com/Riedel/240328-Riedel-Julia_Rodgers.docx)

**Photo Link:** [www.wallstcom.com/Riedel/Julia\_Rodgers-headshot.jpg](https://www.wallstcom.com/Riedel/Julia_Rodgers-headshot.jpg)

**Photo Caption:** Julia Rodgers, Regional Sales Manager at Riedel Communications

Julia Rodgers Joins Riedel Communications as Southeast Regional Sales Manager, Bringing Decades of

Industry Expertise

**WUPPERTAL, Germany** — **March 28, 2024** — Riedel Communications is pleased to announce the appointment of Julia Rodgers as a new regional sales manager, tasked with driving sales growth in the Southeast region of North America. With over three decades of expertise in broadcast and media entertainment spanning companies such as VTE Mobile, Turner Broadcasting, Bexel, and NEP Group, Rodgers brings a wealth of experience to her new role. Reporting directly to Dave Caulwell, regional sales director for Eastern North America, she will be based in Georgia.

“We are absolutely thrilled to have someone as respected and experienced as Julia join the team,” said Caulwell. “With her extensive industry knowledge, strong relationships and proven track record, she will significantly contribute to Riedel’s success. She is a true professional, and I am so happy to have her here.”

Rodgers' career reflects a deep passion for broadcast and digital media, particularly in sports and entertainment. Her impressive portfolio includes managing live events for major networks such as Turner Networks, CBS Sports Network, NBC Sports, and NASCAR, along with diverse programs like “Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest” and cooking shows featuring renowned chefs like Alton Brown and Bobby Flay. Additionally, Rodgers has been involved in high-profile events such as the Republican National Convention, Democrat National Convention and PGA Tours. Notably, her contributions earned her a prestigious 2021 Best Audio Sound Emmy for her work with NBC Sports and “Sunday Night Football.”

“I've truly found a dynamic and welcoming environment fueled by an unwavering commitment to innovation. Being back among familiar faces only amplifies my enthusiasm," remarked Rodgers. "I couldn't be more excited to be part of this team, eager to contribute to Riedel's continued triumphs and deliver exceptional products and solutions to the Southeast region."

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 is a leading provider of live production tools in the worlds of media, sports, and entertainment. The company’s hard- and software solutions span from distributed video and audio networks over intercom and replay solutions to WAN and MPLS applications. Thanks to Riedel’s holistic approach, its three business units — Product Division, Managed Technology Division and Networks Division — can leverage powerful synergies to provide flexible infrastructures, tools, and services for both fixed and temporary installations around the globe, enabling Riedel customers to run even the most complex projects on-site, remotely, or in the cloud. 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.

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