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**Link to Word Doc:** [www.wallstcom.com/Riedel/240801-Riedel-Pino\_Barile.docx](https://www.wallstcom.com/Riedel/240801-Riedel-Pino_Barile.docx)

**Photo Link:** [www.wallstcom.com/Riedel/Pino-Barile.jpg](https://www.wallstcom.com/Riedel/Pino-Barile.jpg)

**Photo Caption:** Pino Barile, Regional Sales Director, U.S. West, at Riedel Communications

Riedel Welcomes Pino Barile to New Position of Regional Sales Director, U.S. West

**SANTA CLARITA, Calif.** — **Aug. 1, 2024** — Reflecting continued growth in the North American marketplace, Riedel Communications has appointed Pino Barile to the newly created position of regional sales director, west. In this role, Barile will oversee the western regional sales team, focusing on expanding the company's market presence across the U.S. and driving further success. Reporting to Kevin Collins, senior vice president of sales North America, Barile will collaborate with eastern regional sales director Dave Caulwell and will work closely with key account sales managers, channel management, and business development teams.

"I am delighted that Pino has decided to join the Riedel team,” said Joyce Bente, President/CEO Americas, Riedel Communications. “His extensive industry experience and proven track record make him a great fit for our team. Even more important, he aligns with our organization's values and vision. Culture is paramount at Riedel. We took our time to find the right person who would fit seamlessly into our unique environment, and we believe we have found that person in Pino. We are excited for the growth and success he will help us achieve."

Barile brings over 25 years of extensive experience in the broadcast industry, having previously held significant roles at Vizrt and Matrox Video. As sales director for enterprise and sports at Vizrt, Barile played a pivotal role in driving sales growth and developing strategic partnerships across the AMECS region. At Matrox Video, where he spent nearly two decades, Barile excelled as an account manager for the Western U.S. and Latin America, significantly growing the territory's market presence through sales, marketing, and strategic partnerships as well as by attending regional and national trade shows to promote the brand.

"I am thrilled to join Riedel Communications and embark on this new chapter in my career,” Barile said. “Riedel's commitment to innovation and excellence aligns perfectly with my professional values. I look forward to working with the talented team at Riedel to drive strategic growth and deliver exceptional solutions to our clients. Together, we will seize opportunities, embrace challenges, and strive for excellence."

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 two business units — Product 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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