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**Photo Caption:** Jason Barden will be responsible for expanding Riedel's presence in the CALA/LATAM markets.

Riedel Communications Appoints Jason Barden as Regional Sales Director for CALA/LATAM Market

**WUPPERTAL, Germany — Oct. 16, 2024** — Riedel Communications today announced the appointment of Jason Barden as its new regional sales director for the Central America, Caribbean, and Latin America (CALA/LATAM) market. Barden brings an impressive track record of over 20 years of experience in broadcast technology, with roles ranging from technical specialist to sales, including over a decade focused on live production in Latin America. Locally based in Mexico City, Barden will be responsible for expanding Riedel's presence in the region, developing key customer relationships, and driving sales of the company's innovative communications, networking, and live production solutions.

“Jason's robust background with live production, his technical knowledge and expertise, and deep understanding of the CALA/LATAM market make him an invaluable addition to our team,” said Joyce Bente, President and CEO, the Americas, at Riedel Communications. “He has demonstrated his leadership capabilities in growing the LATAM market while at Ross Video, and along with his proven technical expertise, will be instrumental in furthering Riedel's growth and strengthening our relationships with customers in the region."

Barden’s extensive experience, prior to joining Riedel, stems from almost 12 years at Ross Video, where he was director of sales for the entire Latin American region, and over 12 years at Miranda Technologies, where he gained valuable experience in various technical specialist and support roles, product management, and strategic account management. Barden initially got his start in the industry as an AV technician for Encore and was most recently with Synamedia, where he was head of sales for Latin America.

“Riedel's reputation for cutting-edge technology and commitment to customer satisfaction aligns perfectly with my own professional values,” said Barden. “I’m excited to leverage my experience in live production and the technical knowledge I possess to support broadcasters and production companies in the region, and strengthen and expand our partner channel across CALA/LATAM. By working closely with our resellers and partners, I aim to drive new opportunities for growth and deliver the innovative solutions that Riedel is known for.”

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's U.S. headquarters are 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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