

## Frenzel now Lawo Business Development Manager for SMART Portfolio



Lawo, the German manufacturer of IP audio, video and control infrastructure solutions, has named Oliver Frenzel as Business Development Manager for its SMART line of IP network monitoring solutions. Frenzel, who holds a diploma in Television Engineering and Electronic Media, is already well-known within the Lawo Group and to Lawo customers in his previous roles as Head of Support and Customer Care Manager. These tasks were followed by taking over the post of Lawo's Business Development Manager SLA, developing quality structures for service level agreements for the entire portfolio. In his new position, Frenzel will take on a central role for the market-oriented advancement of Lawo's SMART product line and use his expertise to support his sales colleagues in their effort to provide the best possible solution for their customers' projects.

Lawo's SMART product line comprises the smartSCOPE Deep Packet Inspection & Network Analyzer and its smartDASH System Monitoring and Realtime Telemetry

solution, a vendor-agnostic enterprise software suite designed to provide full network and media visibility across an all-IP, all-SDI or hybrid WAN/LAN broadcast infrastructure.

“Through my experience in support, I know how important it is for mission critical operation to have good monitoring and measurement capabilities. This is even more important for complex broadcast IP networks, as there is no longer ‘the cable’ that transmits a single SDI video signal,” says Frenzel. “I’m very proud that Lawo has given me the responsibility for this task. I have always admired the commitment of all colleagues in developing and manufacturing innovative broadcast products and solutions at top quality level and apply them to the benefit of our customers. It feels great to be a part of the Lawo family.”

Frenzel’s new role reflects Lawo’s continued growth in the domain of IP-based broadcast remote production solutions, which require strict monitoring and traffic analysis in its entirety.

“Oliver is a perfect fit for this newly-created and essential post,” says Jamie Dunn, Chief Commercial Officer at Lawo. “In his responsibilities within Lawo, Oliver has compiled comprehensive expertise in all aspects of broadcast, problem solving for customers as Head of Support as well as developing long-term customer-oriented strategies and advancements for the services we offer. His ‘no-is-not-an-option’ attitude drives his commitment to not stop before the best solution is found.”

Frenzel is based in Germany, and as Business Development Manager SMART he will work with Lawo’s international team to advance and promote the SMART range as optimally designed solutions for broadcast customers’ efficient, flexible and integrated workflows.

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