

## Riedel Strengthens Product Division Management Team



Riedel Communications has strengthened its Product Division management team with the promotion of Jan Eveleens to chief operating officer (COO) and the appointment of Daniel Url as chief commercial officer (CCO). As part of this move, Oliver Zimmermann will take on the role of executive director, digital transformation, leading Riedel's transformation journey.

These key appointments come following the company's recent acquisitions of Simplylive and SDNsquare and with the strong business growth of Riedel's Product Division. Rik Hoerée, CEO of the Product Division, has assembled a team of seasoned professionals to ensure that the company continues to deliver innovative solutions and unparalleled customer service.

"I am thrilled to welcome Jan, Daniel, and Oliver to their new roles within our management team," said Hoerée. "Our mission is to build the live production tools that make our customers shine. Just six months ago, we expanded our portfolio with replay, ingest, and all-in-one production solutions that can run on-prem, in a data center, or in the cloud. The expertise and experience that Jan and Daniel bring on board will be invaluable as we continue to innovate and grow, offering more services and new business models to our customers, while with Oliver we will make great strides on our path to digital transformation, resulting in a unique customer experience."

Eveleens joined Riedel in 2018 as director of business development for video, and he has been instrumental in driving the company's growth in this area. Before joining Riedel, he served as the CEO of Axon and general manager of the Camera Division of Grass Valley. Eveleens worked closely with Hoerée on the integration of Embrionix and over the past year teamed up with Zimmermann to help the company navigate the global component shortage and supply chain disruption. As COO he will oversee all aspects of the company's production, logistics, and supply chain, ensuring that Riedel continues to deliver innovative products and solutions to customers worldwide.

Url brings over 20 years of experience in sales and customer success to his new role as CCO, having worked on the broadcaster, system integrator, and manufacturer side. He previously served as managing director and CSO of Qvest. In the past couple of years, Url was head of global product management at Vizrt and chief product officer for Grass Valley. In his new role at Riedel, he will be responsible for driving the company's global commercial strategy, working closely with Riedel's customer-facing teams, including global sales, customer success, sales operations, and business development, to identify new market opportunities and develop effective go-to-market strategies.

Zimmermann, Riedel's new executive director of digital transformation, previously served as executive director of manufacturing operations and helped the company achieve its most successful fiscal year to date, despite the ongoing supply chain crisis. In his new role, he will lead the development and implementation of the company's digital strategy, leveraging cutting-edge technologies to drive innovation and enhance customer experience.

Eveleens, Url, and Zimmermann, along with the R&D, product management, and marketing departments, report directly to Hoerée.

"It's great to see our reorganization into three divisions, each led by their own division CEO, bearing fruit already. Our new structure has enabled us to drive more focus and growth in each of the divisions while staying close to our customers and company values," said Thomas Riedel, Group CEO of Riedel. "Still, we know that constant reinvention is needed to support our massive, ongoing growth. With Jan and Oliver, two great appointments from our own ranks, and another industry heavyweight in Daniel, our Product Division under the leadership of our division CEO Rik Hoerée will remain as agile, modern, and innovative as ever."

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