

PRESS RELEASE 2017-509

Reorganization in Partner Support:

Guido Peters takes over Distribution Marketing at LANCOM Systems

Aachen, May 08, 2017—LANCOM Systems, the leading German manufacturer of networking solutions for business customers and the public sector, is reorganizing their Distribution Marketing. Since May 1st, Guido Peters has been responsible for the marketing support of LANCOM distributors. The 43-year-old comes from the network vendor Zyxel. He succeeds Paul Moll, who has left the company at his own request.

The trained Bachelor Professional of Trade and Commerce looks back on more than 17 years of experience in various sales and marketing positions in the IT and telecommunications industry. Most recently, he was responsible for Distribution Sales and Marketing as well as the e-tail business for network vendor Zyxel in Germany and Austria.

In his new position as Senior Channel Marketing Manager, Guido Peters supports LANCOM distributors in the development and implementation of targeted marketing initiatives for promoting the LANCOM product portfolio. He reports to Andrea Volkhardt, Head of Field Marketing at LANCOM.

“We are delighted to have Guido Peters aboard, a proven industry expert for our Distribution Marketing,” emphasizes Stefan Herrlich, Managing Director of LANCOM. “He will play a significant role in the ongoing development of our distribution landscape.”

In his free time, the family man takes part in sports and enjoys healthy food.

LANCOM Systems background:

LANCOM Systems GmbH is the leading German manufacturer of networking solutions for business customers and the public sector. LANCOM offers professional users secure, reliable and future-proof infrastructure solutions for local-area and multi-site networks (WAN, LAN, WLAN), as well as centralized network management based on software-defined networking technologies (SD-WAN, SD-LAN, SD-WLAN). The LANCOM routers, gateways and WLAN solutions are developed and manufactured in Germany, and a selection of the VPN portfolio is certified by the German Federal Office for Information Security (BSI) for the protection of particularly sensitive networks and critical infrastructures (EPCIP). LANCOM Systems has its headquarters in Würselen near Aachen, Germany. Customers include small and medium-sized enterprises, government agencies, institutions, and major corporations from Germany, Europe and, increasingly, worldwide.

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