

PRESS RELEASE 2014-414

Expansion of sales organization continues

LANCOM Systems appoints Peter Hoekstra as Director International Sales

Aachen, August 18, 2014 - LANCOM Systems, the leading German manufacturer of networking solutions for the commercial and public sectors, continues to expand its sales organization. On August 1, the 47-year old Peter Hoekstra became the head of international sales. He succeeds Jan Buis, who has taken up his new role as head of Business Development responsible for new strategic business relationships and entry into new markets. They both report directly to Stefan Herrlich, Managing Partner of LANCOM Systems.



Peter Hoekstra has worked for many years in senior management positions in the IT and telecommunications industry. He brings with him extensive sales experience in the European markets. Most recently, he was European Director of Software & Solutions at the value-added distributor Azlan. Prior to his move to Azlan he spent several years as managing director of the value-added distributor CDG Europe.

In his new position as Director International Sales, Peter Hoekstra is responsible for the ongoing development of the international partner landscape at LANCOM and the further expansion of existing business. His responsibilities focus on Europe.

LANCOM Managing Partner Stefan Herrlich is convinced: "With Peter Hoekstra we have gained a highly experienced sales professional who has

detailed knowledge of the European IT industry and who brings an excellent network with him. I am certain that this new appointment will help us to further consolidate and strengthen the success of LANCOM."

Peter Hoekstra enjoys his spare time as a hobby farmer on his small farm in Moordrecht (the Netherlands), at football matches or at concerts.

LANCOM Systems background:

LANCOM Systems GmbH is the leading German manufacturer of reliable, innovative network solutions for business customers. LANCOM's two business units, VPN Network Connectivity and Wireless LAN, offer professional users secure, flexible infrastructure solutions for local-area and multi-site networks. The entire core product range is developed and manufactured in Germany. In addition, LANCOM also provides VPN solutions certified by the German Federal Office for Information Security (BSI) for the protection of particularly sensitive networks and critical infrastructures (EPCIP) against cyber attacks. LANCOM Systems has its headquarters in Würselen near Aachen, Germany, and other offices are located throughout Europe. Customers include small and medium-sized enterprises, government agencies, institutions, and major corporations from Germany, Europe and increasingly worldwide. The enterprise is a partner in the Alliance for Cyber Security initiated by the BSI.

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