Seth van der Meer now Country Manager Benelux at Rohde & Schwarz Networks and Cybersecurity

01/09/2018

International sales strengthened

Pressemitteilung 2018-531

Download PDF

Aachen, January 09, 2018—LANCOM Systems, the leading German manufacturer of networking solutions for business customers and the public sector, continues to build up its international sales team. Seth van der Meer took up responsibility for LANCOM sales in the Netherlands, Belgium and Luxembourg on December 1, 2017. The 42-year-old has years of experience in the IT industry. He comes from Balabit and, before that, was responsible for the channel at British security specialist Sophos.

With the reorganization of its international sales and the launch of its first global partner program LANcommunity, LANCOM aims to transfer the successful growth in its home market Germany to the international stage. The initial focus is to build up a vibrant channel landscape in Benelux, Austria and Switzerland. In combination with the potential of its solutions based on the world's first hyper-integrated network management solution—the LANCOM Management Cloud—LANCOM sees tremendous growth potential in this area.

The trained business economist Seth van der Meer looks back on more than 15 years of experience in various sales positions in the IT industry. Most recently he was responsible for channel development for the access-management specialist Balabit and, before that, channel management at British security vendor Sophos for in the Netherlands, Belgium and Luxembourg.

In his position as Country Manager Benelux and based in Rotterdam, Seth van der Meer strengthens the international sales team with a clear focus on the acquisition of new partners. He will also attend to the existing specialist resellers in Benelux. He succeeds Michel Woudstra, who moves to International Distribution Management at LANCOM. He reports directly to LANCOM VP Global Channels, Ralf Haubrich.

“We are delighted to have gained a proven industry expert in Benelux with Seth van der Meer,” says Ralf Haubrich. “He will play a significant role in the ongoing development of our international channels.”

In his free time, the Dutchman plays the piano, he enjoys wakeboarding in the summer, and snowboarding in the winter. Also, van der Meer is socially committed and once a year he chauffeurs the students of a school for the disabled in his 1965 Corvette Stingray.

Rohde & Schwarz Networks and Cybersecurity background:

Rohde & Schwarz Networks and Cybersecurity 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). Rohde & Schwarz Networks and Cybersecurity 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.

Contact Rohde & Schwarz Networks and Cybersecurity GmbH:

Kristian Delfs

LANCOM SYSTEMS

International PR Manager

Phone: +49 (0)2405 499 36 349

Mobile: +49 (0)1743 469 170

press@lancom.de

www.lancom.eu