Uwe Greunke is CMO at LANCOM Systems

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Growth of the marketing organization

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Aachen, September 27, 2021—The German network infrastructure supplier Rohde & Schwarz Networks and Cybersecurity has a new Chief Marketing Officer (CMO), Uwe Greunke. On August 15, the experienced manager took up this newly created position responsible for the areas of branding, strategic marketing, and also partner and field marketing. He reports to LANCOM managing director Uwe Neumeier.

With Uwe Greunke, LANCOM has gained a distinguished marketing strategist who looks back on more than two decades of experience in various leadership and management roles: After working at international digital agencies, including as managing director at Pixelpark and Engagement Manager at McKinsey, the 54-year-old was responsible for the global branding of the audio technology specialist Sennheiser. Most recently, he was CMO for the international mechanical engineering company DESIGNA.

In the newly created position as CMO of LANCOM Systems, Uwe Greunke is responsible for the areas of branding, strategic marketing, and also partner and field marketing. The focus is on the further development of customer marketing and the digitalization and automation of marketing processes.

“Uwe Greunke is a marketing professional with an exceptional track record. With his experience, know-how and leadership skills, he will continue to develop LANCOM’s marketing and the focus on our customers and partners, and he is sure to provide a new and exciting impetus,” says managing director Uwe Neumeier.

In his leisure time, the graduate media and industrial engineer enjoys various sports activities such as running, cycling, windsurfing and sailing.

About LANCOM Systems:

Rohde & Schwarz Networks and Cybersecurity GmbH is a leading European manufacturer of network and security solutions for business and the public sector. The portfolio includes hardware (WAN, LAN, WLAN, firewalls), virtual network components, and cloud-based software-defined networking (SDN).

Software and hardware development as well as manufacturing take place mainly in Germany, as does the hosting of the network management. There is a strong focus on trustworthiness and security. The company is committed to products that are free from backdoors and is a holder of the trust mark “IT Security Made in Germany” as initiated by the German Ministry of Economics.

LANCOM was founded in 2002 and has its headquarters in Würselen near Aachen, Germany. Customers include SMEs, government agencies, institutions, and major corporations from all over the world. Since summer 2018, the company has been an independent subsidiary of the Munich-based technology group Rohde & Schwarz.

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