



John Cole Joins RFS As Vice President, Product Management - Base Station Antennas



Munich, Germany, March 1st — Radio Frequency Systems (RFS), a global designer and manufacturer of total-package solutions for wireless and broadcast infrastructure, today announced the appointment of John Cole as Vice President, Product Management - base station antennas. He is joining the executive team of RFS.

John Cole will cover the specific challenges that operators face with LTE-A and 5G infrastructure by driving further efficiency and reducing Total Cost of Ownership (TCO) for existing and next-generation network deployments. He will ensure the implementation of high performing infrastructure designed for future complex cellular network environment and drive the extension of our product range portfolio.

In a near future, he will take wider responsibility in the field of technology and innovation office.

John brings to his role 25 years of experience in telecommunications, starting as a microwave design engineer working for GEC, before joining Andrew as a co-founder of the ValuLine antenna business. Since then, he has progressed to various engineering positions in satellite and electronic business. John had a leadership role with CommScope as a Director and Vice President in the RF products group focussed mostly on the Microwave Systems Business.. He has patents and has successfully led the design and introduced many new products over the years. During his time with Andrew Corporation he was a technical expert in ETSI, utilising standards activity to conduct market research and open doors for profitable business initiatives. John holds a BSc (Hons) degree in technology. Educated initially in Electrical, Mechanical and Electronics engineering, he underwent microwave engineering training structured and sponsored by GEC then later in 2007 received a further diploma in radio communications engineering.

"Mr Cole's has an interesting balance of business vision and acumen coupled with technical ability, he spent a lot of his time listening to customers and translating their challenges in to profitable solutions and products and now with RFS he'll continue with that approach," said Laurent Cruchant Vice President Antennas Business Unit.



About RFS

Radio Frequency Systems (RFS) is a global designer and manufacturer of cable, antenna and tower systems, plus active and passive RF conditioning modules, providing total-package solutions for wireless infrastructure.

RFS serves OEMs, distributors, system integrators, operators and installers in the broadcast, wireless communications, land-mobile and microwave market sectors. As an ISO compliant organization with manufacturing and customer service facilities that span the globe, RFS offers cutting-edge engineering capabilities, superior field support and innovative product design. RFS is a leader in wireless infrastructure.

Trademarks

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