



# Ken Lim joins the RFS Leadership Team as VP Sales for APAC



**Suzhou, China, August 12th, 2020 – Radio Frequency Systems (RFS), a global designer and manufacturer of total-package solutions for wireless and broadcast infrastructure, today announced veteran telecoms executive Ken Lim has been appointed VP Sales APAC.**

Joining with 28 years' experience in the wireless industry, Ken brings a wealth of experience in business development and leading high performing sales teams to RFS. His previous roles include Managing Director at Cyan Inc., Operating Area Leader at Juniper Networks, and senior sales leadership positions at Ericsson.

Ken will be responsible for driving revenue growth in the APAC region; building on recent wins including a major base station deal with a Tier 1 operator in India, and ongoing successes, such as RFS's position as the leading provider of over-the-air broadcast equipment in South Korea.

"Ken brings with him an incredibly diverse range of experience, having held positions across the globe and we are excited to see this inform our strategy for APAC going forward," says RFS President and CEO, Monika Maurer. "We are looking forward to working with Ken as part of the RFS leadership team and see sales in the APAC region continue to flourish."

"APAC region is one of the fastest-growing globally and home to over half of the total global mobile subscribers. Despite the COVID-19 pandemic, it is an exciting time to be joining a new team in the communications industry, as recent events have emphasized the strategic importance of robust infrastructure. RFS has the right focus of innovation and customer focus to truly add value to clients looking to strengthen telecommunications infrastructure, and I am thrilled to be leading the sales team as it looks to deliver this" says Ken Lim, VP APAC at RFS.

Ken also holds a Computing Science, BSc from Staffordshire University.

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### 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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