

Press Release
Stockholm, Sweden
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Sivers IMA appoints new Directors for the US and Asia

Sivers IMA today announced that it is strengthening its sales organization in order to better serve its global customers and partners in time for the launch of new products.

Patric Erlandsson is appointed Regional Business Director with responsibility for direct and indirect sales in the USA. Patric joins Sivers IMA from Ericsson where he managed a number of functions such as business development, product management and strategic sourcing within the Product Area Microwave.

At the same time Susanne Segeland is appointed Channel Sales and Marketing Director. She will be responsible for the global partner network program as well as sales in the Asian region. Susanne joins Sivers IMA from Connode, a company specialized in wireless communication products for smart metering, where she was the Sales Director. Prior to that she was the Area Manager for publicly traded Tobii, where she was responsible for indirect sales and establishment of subsidiaries in Asia.

"As we continue to see interest in our existing product portfolio as well as in the new products that we are getting ready to launch. We are therefore expanding our business organization globally. I am very pleased that Patric and Susanne have decided to join us. They have extensive experience from both large and small companies in a commercial growth phase and will put this experience to use immediately for the benefit of our partners and customers.", says Robert Ekström VD of Sivers IMA.

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This is SIVERS IMA

Sivers IMA is a leading manufacturer of micro- and millimeter wave products for connecting and quantifying a networked world. Internationally known as a reliable supplier of high quality technology for use in telecommunications links, RADAR sensors and test & measurement equipment, their headquarters and production are located in Kista just north of Stockholm, Sweden. Learn more at www.siversima.com.