

InCoax appoints Jesper Cederholm Product and Sourcing Manager

Jesper Cederholm has been appointed Product and Sourcing Manager in InCoax and will play a key role in the Management Team.

Jesper's main tasks will be to bridge Market and Technology, by leading Product and Portfolio Management and securing that the proper specifications and profitability targets are set for each product offering, and in this function reporting to the CEO. Jesper will also drive the strategic sourcing activities to secure that the right partnerships are developed and that the overall cost targets are achieved, reporting to the COO.

Jesper has a MSc Mechanical Engineering from Lund Institute of Technology and has approximately 10 years working experience. Jesper has a solid electronics sourcing background from Sony Ericsson and Sony Mobile, as well as leading business development projects at Sony Mobile and Corporate development programmes at Duni AB.

"I am enthusiastic about joining the InCoax team. I am confident that my background and skill-set will be a great asset to the company and I am eager to contribute. I look forward to be a part of the InCoax growth journey" says Jesper Cederholm, Product and Sourcing Manager.

"Having worked with Jesper Cederholm at Sony Ericsson/Sony Mobile, knowing his performance and competence, I am confident that he will create a lot of value and bring energy into InCoax" says Peter Carlsson, CEO.

For more information:

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About InCoax Networks AB

InCoax Networks AB is engineering the future of home access networking and provides next-generation Multi-Gigabit Access products and software technologies to the world's leading telecom and broadband service providers. Since the company is a worldwide pioneer in the MoCA Access area, many telecommunication and broadband operators around Europe already evaluate or use its innovative solutions for high-speed broadband access. For more information, visit InCoax at incoax.com.