

InCoax appoints Håkan Rusk CMO

Håkan Rusk has been appointed Chief Marketing Officer at InCoax and will play a critical role in the growth journey of the company.

Håkan Rusk is joining InCoax as Chief Marketing Officer with approximately 24 years' working experience in IT, telecommunications and application markets.

Håkan Rusk has previously been the Director of Sales Management at Fingerprint Card AB 2013-2018, where he lead the work to scale the sales operations capability with tools and processes for dramatic growth. Prior to Fingerprint Cards, Håkan Rusk has held several Senior Sales, Marketing and Product Management positions at ST-Ericsson AB, Ericsson K.K. Tokyo and Ericsson Mobile Platforms AB, and prior to that several roles at Enea AB.

"I am thrilled to join the inspiring InCoax team and to contribute to the growth and development of the company. I look forward to bring the innovative best-of-breed portfolio to our current and future customers," says Håkan Rusk.

"With Håkan Rusk's demonstrated experience from scaling a fast-growing sales organization, international operator sales and business development within both hardware and software, and his strong passion for business and innovation, I am very happy to welcome him to InCoax," says Peter Carlsson, CEO.

Håkan Rusk will, in cooperation with Sales and Product Management, lead InCoax's marketing and in this function report to Peter Carlsson, CEO.

In addition, Håkan Rusk will be responsible for Operator Sales (except for the markets in the Nordics, Northern Germany, Austria and Switzerland) as well as for Sales Support. In those two functions, he will report to Bo Emanuelsson, CSO.

Håkan Rusk has a Master of Science in Engineering Physics from Lund Institute of Technology.

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.