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09/04/2012

**PRESS RELEASE 2012-339**

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Sales department expands to lay the foundation for even stronger growth

LANCOM Strengthens Management Team with Appointment of Stefan Herrlich as Managing Director Sales

Aachen, September 04, 2012—Germany's leading manufacturer of network components is expanding its management team. With immediate effect, Stefan Herrlich (50) joins LANCOM founder and Managing Director Ralf Koenzen to assume the responsibility for Sales. Herrlich is moving from Siemens Enterprise Communications, where he headed the German business over the past three years.

The success story of LANCOM continues without break. The German specialist for VPN and wireless networking (WLAN) has grown continuously and profitably since the company was founded in 2002. In its home market Germany, LANCOM today occupies the second place in the sales of routers and WLAN access points through the reseller channel.

By creating an additional management position, LANCOM is laying the foundations for even stronger growth in all areas of business. Together with his Sales team, Stefan Herrlich takes



up responsibility for the global distribution and channel business, sales through system integrators and network operators, and also the channel and end-customer marketing. The former Siemens manager has many years of experience in the sale of professional networking and communications solutions at home and abroad. With his new impulses, he intends to further strengthen LANCOM's channel business and expand the business through integrators and system vendors in particular.

"I am most enthusiastic about taking up a crucial role in a company as innovative and agile as LANCOM," says Herrlich. "With its high-quality portfolio of products made in Germany, LANCOM already has an excellent position today. This is the ideal basis to grow together with our distributors and the thousands of specialist resellers."

"With his deep knowledge of German and international ICT markets and well over 20 years of experience in sales, Stefan Herrlich is the ideal person for this position," Koenzen is convinced. "I very much look forward to developing new ideas and continuing the successful growth of LANCOM together with our sales partners."

LANCOM Systems background:

LANCOM Systems is the leading German manufacturer of reliable, innovative network solutions for the commercial and public sectors. The focus is on solutions for high-security site connectivity (VPN) for branch offices, enterprises and public authorities, and also on the wireless networking (WLAN) of public and corporate applications. LANCOM Systems GmbH is headquartered in Würselen near Aachen, Germany and has sales offices in Munich, Barcelona and Amsterdam.

Your editorial staff contact:



**LANCOM**  
SYSTEMS

Eckhart Traber

LANCOM Systems GmbH

Tel: +49 (0)89 665 61 78 - 67

Fax: +49 (0)89 665 61 78 - 97

presse@lancom.de

www.lancom.eu

Sascha Smid

AxiCom GmbH

Tel: +49 (0)89 800 908 - 27

Fax: +49 (0)89 800 908 - 10

sascha.smid@axicom.de

www.axicom.de

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