



# News from RFS

February, 21<sup>st</sup>, 2017

## Ray Bibisi Appointed General Manager of Radio Frequency Systems USA



Meriden, CT (USA), February 21, 2017 – Radio Frequency Systems (RFS), a global designer and manufacturer of cable, antenna and tower systems providing total-package solutions for wireless and broadcast infrastructure, has appointed Ray Bibisi to the position of General Manager of RFS in the USA. The appointment is effective immediately. With over 30 years of experience in the telecommunications industry, Ray brings a deep level of business knowledge to his new position. Ray will continue to support RFS customers in North America as Vice President of Sales.

Since 2012, Ray Bibisi has had overall responsibility for all RFS sales to North American customers. Ray understands the technology and market challenges that his customers face today as well as the reasoning behind their new philosophies and go-to-market strategies. Ray recognizes that RF solutions must evolve in step with rapidly evolving technologies and customer requirements. In his new role, he is committed to developing even closer relationships with his customers along with overseeing and improving all central business functions in RFS' USA headquarters to increase customer satisfaction. He affirms, "I am dedicated to building long-term, trusted relationships with customers and improving the overall RFS customer experience".

During his 30 year professional career at RFS, Ray has held multiple positions in Engineering and Sales. Ray began his career in 1986 as a design draftsman at Cablewave. Ten years later, he moved to application engineering, using his technical aptitude and people skills to provide technical support and training to the sales team. In 1998, Ray moved to a direct sales role covering the northeast territory as a District Sales Manager. With the transition to RFS in 1999, Ray added cellular product knowledge to his already-extensive transmission line product knowledge. His sales competence was quickly recognized and Ray was promoted to Regional Sales Manager, responsible for half of North America, in 2001. In January 2012, Ray was appointed Vice President of Sales for RFS North America.

Ray's combination of technical expertise and customer experience gives him a unique ability to understand customer needs and deliver solutions that address challenges while advancing business goals. His approach has earned him the trust and respect of customers and colleagues. Herbert Merz, Chief Executive Officer, RFS, states "Ray's deep knowledge of the North American market and his close relationship with customers puts him in an excellent position to lead RFS North America. Ray is constantly searching for new ways to meet the expectations of our customers and to anticipate their future needs. With this new appointment, RFS' reputation for excellent customer service is secure."



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**Trademarks:** RFS® is a registered trademark of Radio Frequency Systems. All other trademarks are the property of their respective owners.

**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 outdoor and indoor 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.

For more information visit [www.rfsworld.com](http://www.rfsworld.com), or follow us on Twitter: [www.twitter.com/RFSworld](https://www.twitter.com/RFSworld).

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