

Allied Telesyn Appoints Executive Vice President of Marketing and Product Development

Industry veteran brings new vision to Ethernet/IP leader, paves the way for exciting new VoIP and 10G products

AlliedTelesyn, provider of refined end-to-end networking technologies, has announced the appointment of Philip Yim as Executive Vice President of Global Marketing & Product Development. Philip is based in Silicon Valley, California, and brings to Allied Telesyn over twenty-five years of experience in the communications industry.

In addition to leading the companys global product development organisation that spans five regional development centres around the world, Philip will oversee the strategic direction and execution of corporate marketing initiatives including brand management and marketing communications.

Philips appointment is significant for Allied Telesyn in Australia and every market in which it does business, said Mark Jackson, Managing Director of AlliedTelesyn Australia. His responsibilities span marketing and product development, and this will pave the way for the roll-out of some exciting products later this year. Allied Telesyn is already the leader in pure IP triple play and will further strengthen that position when we bring to market new products in the VoIP and 10G technology spaces.

Before joining Allied Telesyn, Philip Yim founded Turin Networks and held management positions at Advanced Fiber Communications, Siemens and GEC-Plessey Telecommunications.

About Allied Telesyn International

Allied Telesyn International, provider of refined end to end networking technologies, was founded in 1987. The companys complete range includes routers, network extenders, media converters, switches, wireless, transceivers, LAN, adapter cards, network software and hubs. Allied Telesyn International has its main offices in Tokyo, Bothell (USA) and Chiasso (Switzerland) with over 2,000 employees worldwide. The companys Australian division was established in Sydney in 1996. For more information go to: www.alliedtelesyn.com.au.