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PRESS RELEASE

Rohde & Schwarz appoints New Managing Director in Israel

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Rohde & Schwarz, a leading global technology company based on three divisions Test & Measurement, Technology Systems and Networks & Cybersecurity, is pleased to announce the appointment of Yariv Niv as the new Managing Director of Rohde & Schwarz Israel, effective October 23rd.

Yariv Niv brings over 20 years of industry experience to Rohde & Schwarz, having held leadership positions in several prominent technology companies in the wireless communication industry as well as the Defense industry. Most recently, Yariv Niv served as Managing Director at RPS, Stratasys, where he was responsible for the SLA Business line.

As the Managing Director of Rohde & Schwarz Israel LTD, Yariv Niv will oversee all aspects of the company's operations in the country, including sales, marketing, customer support, and product development. Rohde & Schwarz was represented in Israel in the past 20 years by Eastronics, in July 2022 the local office was established as Rohde & Schwarz Israel LTD as official subsidiary with the sole and exclusive sales support and service rights. The company's ongoing hiring and recruitment efforts are aimed at strengthening its local team of experts to ensure top-tier service and support.

Yariv Niv holds a BSc in Electronics Engineering and Communication from HIT.

"We are delighted to welcome Yariv Niv to the Rohde & Schwarz family," said Frank Oehler, Head of Test and Measurement Sales for Europe and former Managing Director of Rohde & Schwarz Israel LTD. "With his extensive industry experience, deep knowledge of the technology landscape, and proven leadership skills, he is the ideal candidate to lead our Israeli operations and drive our growth in the region."

Rohde & Schwarz is investing in Israel as a strategic country, recognizing its high-tech and start-up nation status. "We see Israel as a strategic country for growth on both the global and local sides," added Frank Oehler. The company addresses various markets, including Aerospace & Defense (A&D), the automotive market, start-ups in the community, wireless communication companies, and chip designers.

"I am thrilled to join Rohde & Schwarz, a company with a rich history of innovation and a strong commitment to customer success," said Yariv Niv. "I look forward to working with the talented team at Rohde & Schwarz to deliver world-class communication, EW, security, to our customers in the region."

Rohde & Schwarz has achieved significant success with its products, which include communication, EW, and security test and measurement solutions that have been well-received in the market. The company maintains a team of local experts to provide exceptional service, ensuring customer satisfaction and support.

In conclusion, Rohde & Schwarz's investment in Israel underscores its commitment to the region's strategic importance, leveraging the country's technological prowess and vibrant start-up ecosystem to drive innovation and growth.

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Rohde & Schwarz is striving for a safer and connected world with its Test & Measurement, Technology Systems and Networks & Cybersecurity Divisions. For 90 years, the global technology group has pushed technical boundaries with developments in cutting-edge technologies. The company's leading-edge products and solutions empower industrial, regulatory and government customers to attain technological and digital sovereignty. The privately owned, Munich based company can act independently, long-term and sustainably. Rohde & Schwarz generated a net revenue of EUR 2.78 billion in the 2022/2023 fiscal year (July to June). On June 30, 2023, Rohde & Schwarz had around 13,800 employees worldwide.

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