



TOUGH TECHNOLOGY.

FOR IMMEDIATE RELEASE

Lindsay Broadband Hires Industry Veteran Ruth Lee as Vice President of Marketing

Lee brings 30 years of marketing, communications, sales, and product/market management experience to the role

Peterborough, Ontario, Nov. 5, 2018 – Lindsay Broadband is pleased to announce the addition of Ruth Lee as Vice President of Marketing. As the company continues to expand its customer-driven product development of next generation technologies and network solutions, and looks to enter a new period of growth, strategic marketing and communications will play an even greater role in supporting customer needs.

Lee brings with her a wealth of experience and exceptional achievements. Most recently as Vice President of Marketing for ATX Networks, she oversaw and led all marketing and communication strategies, planning, and execution for the global operations. Over her 18 years there, Lee transformed ATX from a small, North American brand (PCI Technologies) into a market-leading, global brand experience. During that time, she also successfully orchestrated the rebranding of 14 different companies/brands into one, cohesive ATX brand.

Previously, Lee worked at Cygnal Technologies/Comlink (cable, satellite, telecom, broadcast, utility sectors) as Director of Investor Relations & Marketing where she spearheaded the Initial Public Offering marketing communication strategy through corporate investor relations initiatives which led to a 400% increase in stock value. Ms. Lee’s successful track record also included strategic marketing, sales and product/market management roles at Hubbell Canada (electrical and data networking sectors), and project management at Ronalds Printing/Quebecor World (graphic arts and printing sectors).

“Ruth is a strategic hire for Lindsay,” said David Atman, President of Lindsay Broadband. “Her drive to succeed and can-do attitude are assets that will complement and enhance Lindsay’s ability to meet the information needs of our customers as we expand our lines of quality, innovative solutions to the global marketplace. We’re excited to have her join Lindsay and believe that her breadth of experience across many disciplines will make her a valuable member of the team.”

“Lindsay Broadband has an impressive history of industry firsts in innovative R&D,” said Lee. “I am thrilled to be joining this high-performing team and admire its beliefs and values of integrity, respect, collaboration, commitment to customers, and diversity. I am eager to help build upon this history of innovative product design aimed at driving additional revenue for its worldwide customers, and move the company into its next groundbreaking era.”

Lee holds an Honors Bachelor of Commerce degree from Queen’s University.

About Lindsay Broadband Inc.:

For 65 years, Lindsay Broadband has been a global leader of technologically advanced solutions helping communication service providers deliver new business services from their networks, find new sources of revenue, and meet the exponentially growing data needs of business and consumers. Solutions include end-to-end FTTx equipment, subscriber premise battery backup UPS, strand-mounted Wi-Fi hotspots, optical and DOCSIS® gateways, LTE small cell backhaul solutions, and RF solutions. Discover more at www.lindsaybroadbandinc.com

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