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Link to Image: [Viktor Fjordberg](#)

Atlona Strengthens Nordics Sales Presence with Viktor Fjordberg

Viktor will work closely with Atlona partners throughout Scandinavia, leveraging his regional knowledge and relationships to expand Atlona's EMEA business

SAN JOSE, California, September 30, 2020 – Atlona, a Panduit company, announces that Viktor Fjordberg has joined the company as Regional Sales Manager, Nordics, covering the countries of Denmark, Finland, Norway and Sweden. Reporting to Thorsten Goecke, Director of Atlona Sales, EMEA, Viktor will work closely with partners to expand Atlona's visibility and market share across Scandinavia.

As part of his responsibilities, Viktor will emphasize relationship-building with the top-performing dealers under each Atlona distributor – an initiative he believes is paramount to Atlona's business growth in an active AV region.

"The Nordics market is quite mature when it comes to AV, and we are seeing a dramatic evolution that has led to stronger alignment with IT systems," said Viktor Fjordberg, who most recently served as Kramer's Nordics Account Manager. "This is a fast-changing business, and it is important that our dealers have the knowledge and support that gives them a broader perspective of how Atlona fits into the AV and IT landscape. I'm very much looking forward to taking more of our customers on the AV over IP journey, which is a major strength for Atlona."

Viktor's experience means that he comes to Atlona with vast knowledge about the many product areas Atlona serves, notably AV over IP distribution, collaboration, and control. He is especially impressed with Velocity, which he describes as a "mature control system for the network that is very easy to use." He previously spent eight years covering the Nordics region with Interoute, a former European telecommunications company that specialized in cloud services.

"Viktor's extensive experience working throughout the Nordics region will help Atlona make a stronger impact in an important region that has lacked a local sales presence," said Thorsten Goecke. "We continue to aggressively grow our sales and support teams through EMEA in an



effort to get closer to our customers, and bring Atlona’s value proposition to the forefront of the AV industry. We welcome Viktor to the team and look forward to his contribution.”

About Atlona

Atlona, a Panduit company, is a leading global manufacturer of AV over IP distribution, connectivity, and control solutions. The company designs and engineers innovative, award-winning products for a diverse range of residential and commercial AV and IT markets. Atlona’s products are developed to enable our customers’ ability to connect and collaborate with simplicity. More information about Atlona is available at atlona.com.

About Panduit

Global connectivity leader Panduit Corp. creates innovative electrical and network infrastructure solutions for applications across the enterprise. Headquartered in Tinley Park, Ill. and operating in 112 worldwide locations, Panduit’s technology leadership and robust ecosystem help support, sustain, and empower business growth in a connected world. panduit.com

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