



Your Partner for Growth

**Final for Release: April 1, 2015**

## **Fernando Valdivielso Named VP Sales of ECI Telecom EMEA**

**PETACH TIKVA, ISRAEL, April 6, 2015** --- ECI Telecom, a global provider of next-generation optical and packet solutions, announced today the appointment of Mr. Fernando Valdivielso as the company's new VP Sales Europe, Middle East and Africa (EMEA), in charge of leading ECI's European team. Mr. Valdivielso's appointment underlines ECI's ongoing commitment to accelerating the company's growth, increasing its presence in the EMEA market and rolling out ECI's new elastic network strategy.

ECI's elastic networks are designed to enable clients to quickly adapt to the rapidly evolving market. Part of this effort is providing networks which can seamlessly evolve by scaling and operating efficiently using open, secure and vendor agnostic technology.

Mr. Valdivielso brings more than 20 years of experience in the telecom market having served in a variety of senior management positions in sales and operations. Most recently, Mr. Valdivielso served as the Vice President, Global Customer Operations for Telefonica, at NSN. He is also a former senior executive at Nortel, Samsung Electronics, Lucent and AT&T.

"ECI is proactively realigning the organization to a more market-oriented strategy. Our intention is to reaffirm our place as an industry leader and to work closely with our customers to deliver the networks of the future. I am delighted to have Fernando join the ECI team, a team that has grown in 2014 by more than 200 professionals. He will play a key role in leading ECI Telecom's customer engagement and executing on the strategy of delivering our vision of elastic networks," said Mr. Sorin Lupu, EVP Global Sales and Marketing at ECI Telecom.

### **ABOUT ECI**

ECI Telecom delivers comprehensive networking solutions to service providers, data center operators, and mission-critical utilities, around the globe. Along with industry-proven, next-generation packet-optical transport products, ECI offers a variety of solutions, including SDN/NFV applications, a comprehensive cyber security solutions and an extensive range of professional services. ECI transforms any transport network into an elastic, open, cost-effective revenue-generating system. For more information about how ECI can support your business, please visit us at [www.ecitele.com](http://www.ecitele.com).

### **CONTACT**

Frank Colletta  
Head of Corporate Communications  
ECI Telecom  
T: +972 3 928 8736  
[frank.colletta@ecitele.com](mailto:frank.colletta@ecitele.com)



Your Partner for Growth

