

Barix Names Ronni Guggenheim as CEO

Written by Bob Snyder
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If you have a “well-developed, well-defined and established company” that wants to break through to a new phase of revenue growth, what do you do?

Barix founder Johannes G. Rietschel has served as CEO of Barix since inception in 2001 but he will now focus on his visionary and technology development skills and relinquish the daily operations and business strategy to a new CEO, **Ronni Guggenheim**.

“Barix has achieved excellent growth for 12 years, but we have reached a size where we need different entrepreneurial skillsets,” says Rietschel. “I will remain involved in the overall company vision but am getting back to focusing on technology, and ensuring we have the best to offer for our customers. Ronni brings the experience we need to build stronger sales channels and strategic focus worldwide. And I will work with him to guarantee greater acceleration of Barix’s success.”

Based in Zurich, Mr. Guggenheim takes the reins on October 1 — and he has big plans for the company.

“Barix has a stellar reputation as an IP technology pioneer and a very solid technology core, the

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majority of which is hardware-driven,” says Guggenheim. “We have an opportunity to increase market share by building a broader ecosystem with a stronger software focus.”

Guggenheim certainly understands technology, with recent leadership roles at Minicom Digital Signage and ComQi (formed through a merger between Minicom Digital Signage and EnQii, an effort which Guggenheim drove and executed).

Barix believes Guggenheim’s digital signage experience is an ideal complement to their strategy in the retail and business space, where the company has a strong reputation and global customer base for in-store audio solutions. Guggenheim will bring an overall stronger vertical focus to the company, which also supplies technology solutions to the broadcast, security, entertainment and professional AV/installation markets. He will also further invest in relationships with existing OEM and channel partnerships, while paving the way for new alliances.

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