



## **ADRF Appoints Jim Lilienfeld to its Southeastern Team**

*Ex-Ericsson Regional Sales Director to Become Manager, Business Development*

**Burbank, Calif., March 20, 2018** -- Advanced RF Technologies, Inc. (ADRF), the largest pure-play in-building Distributed Antenna System (DAS) provider for public safety and commercial radio frequencies, announced the appointment of Jim Lilienfeld as Manager, Business Development. Lilienfeld joins ADRF with over 30 years of experience in the telecommunication field. During his time in the industry, Lilienfeld has worked on expanding and developing business strategies, as well as building relationships with customers and ensuring customer satisfaction.

In his new position at ADRF, Lilienfeld will assist in bolstering revenue growth and cultivating client relationships for the Southeastern region of the U.S. In collaboration with the business development team, his responsibilities will include driving market strategy and development efforts, specifically strengthening his segment's operations.

"With his many years of experience in telecommunications, and his extensive background selling DAS and small cells, Jim is an excellent addition to the ADRF team," said Julie Song, President of ADRF. "His expertise in the field shows our emphasis on providing the best service to our customers."

Lilienfeld joins ADRF from Ericsson, where he served as a Regional Business Development Director, and was responsible for all radio, core network, services and small cells sales to Verizon Wireless within the state of Florida. He was also the in building subject matter expert throughout the Southeast. Prior to that, he was the regional sales director for DAS and small cells at Goodman Networks, and has also worked at Cellular Specialties, Inc., ADC, AirNet Communications, and Harris Corporation.

"ADRF's remarkable reputation regarding DAS and small cell infrastructure makes the company's hardware an obvious solution for nearly any company looking to increase their connectivity," said Lilienfeld. "My background aligns well with the company's vision, and I believe we're poised for tremendous growth."

To learn more about ADRF, visit [www.adrftech.com](http://www.adrftech.com).

### **About ADRF**

Advanced RF Technologies, Inc. ("ADRF") is the leading provider of in-building wireless solutions that ensure reliable connectivity in venues of any size, shape, and location. Established in 1999 in Burbank, CA, ADRF prides itself on having a customer-centric focus, designing solutions that meet each customer's unique needs, while providing a pathway to scale for the future. Today, we serve some of the world's leading enterprises, system integrators, public safety entities, neutral host operators, and wireless

service providers. ADRF's product portfolio of in-building wireless solutions includes Distributed Antenna Systems (DAS), repeaters, antennas and passive components. ADRF is certified as a Minority Business Enterprise (MBE) and a Women's Business Enterprise (WBE), has achieved TL 9000 and ISO 9001 certifications and is a member of the HetNet Forum, DASPedia, Northeast DAS & Small Cell Association, Safer Buildings Coalition, and Forbes Technology Council. For more information, please visit [www.adrftech.com](http://www.adrftech.com).



