

## Peter Lee of Orban announces Retirement



Orban, a company with expertise in audio processing, today announced that Peter Lee, Senior Vice President of Global Sales & European Operations, will retire from his position effective December 31, 2024. This marks the conclusion of a remarkable 24-year career with the company. Peter's journey with Orban began in 2000 when he joined Dialog4. He was instrumental in the asset purchase by

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Orban/CRL, which laid the foundation for his future contributions to the company. Following this acquisition, Peter took on the role of European Sales Manager and quickly advanced to Vice President of European Sales and General Manager of Orban Europe. Under his leadership, Orban successfully relocated its USA manufacturing operations to Germany, where Orban continues to produce its renowned OPTIMOD Digital Audio Processors.

In 2018, Peter expanded his leadership role to become Senior Vice President of Global Sales. During his tenure, he not only navigated the company through significant industry changes but also helped position Orban as a continued leader in broadcast audio processing. Peter's work has had a lasting impact, ensuring that Orban remains at the forefront of the industry during a period of significant transition.

Reflecting on his time with the company, Peter remarked, "Working for Orban has been an honour. The broadcast markets are going through a transition period, and I am confident that Orban has the tools to assist and remain successful."

David Day, CEO of Orban, expressed his deep appreciation for Peter's contributions: "We want to take this opportunity to extend our heartfelt gratitude for your valuable contributions to Orban during your tenure. Your efforts, dedication, and professionalism have not only been greatly appreciated but have also played a significant role in the success and growth of Orban. You have consistently demonstrated a high level of commitment in your work, and your positive attitude and collaborative spirit have been an inspiration to your colleagues."

Peter's leadership, vision, and unwavering commitment to excellence have been instrumental in shaping Orban's success over the past two decades. As he enters retirement, the entire Orban team wishes him the best in his future endeavors. Say farewell to Peter at the upcoming IBC 2024 at Orban's stand D.93 in Hall 8.

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