



## **Universal Electronics Inc. Names Ricardo La Guardia as Vice President of Sales for Latin America, Subscription Broadcast**

April 16, 2020

**SCOTTSDALE, AZ, April 16, 2020**--Universal Electronics Inc. (UEI), the global leader in universal control and sensing technologies for the smart home, has named Ricardo La Guardia as Vice President of Sales for Latin America, Subscription Broadcast.

La Guardia joined UEI in March and is based in Sao Paulo, Brazil. He leads UEI's Subscription Broadcast sales team for Latin America, working with key customers in the region including America Movil/Claro, DirecTV/Sky, Telefonica, Millicom, Megacable, Liberty Latin America and others.

La Guardia brings more than 27 years of industry experience to UEI, including sales, product management and operations leadership roles at ARRIS and CommScope. He was named to the Cable TV Pioneers Class of 2019 for his contributions to the industry.

"We are excited to have Ricardo on our team," said Steve Gutman, UEI's Senior Vice President of Global Sales, Subscription Broadcast. "He has a proven track record of launching new technologies and building customer relationships in Latin America. I am confident he can grow our business in the region as we work with operators and original equipment manufacturers in the smart home arena."

UEI has been at the forefront of developing entertainment and smart home control technologies for over three decades. UEI was the first to introduce voice control and advanced features such as automated setup and universal control of connected devices through its QuickSet® platform, which provides an unmatched cloud-based solution for simplifying universal entertainment and smart home control. Since 2015, UEI has shipped over 100 million of its voice-enabled remote controls to customers around the world.

UEI's leadership in connected home technology is built on a focus on continuous innovation in developing solutions that deliver the best possible consumer experience, technology expertise and world-class manufacturing capabilities with factories in Brazil, Mexico and China.

### **About Universal Electronics Inc.**

Founded in 1986, Universal Electronics Inc. (NASDAQ: UEIC) is the global leader in universal control and sensing technologies for the smart home. The company designs, develops, manufactures and ships over 500 innovative products that are used by the world's leading brands in the consumer electronics, subscription broadcast, security, home automation, hospitality and climate control markets. For more information, please visit [www.uei.com](http://www.uei.com).