



## **Universal Electronics Inc. Names Bruce Eicher as Vice President of Sales for North America, Subscription Broadcast**

June 15, 2020

**SCOTTSDALE, AZ, June 15, 2020**--Universal Electronics Inc. (UEI) (NASDAQ: UEIC), the global leader in universal control and sensing technologies for the smart home, has named Bruce Eicher as Vice President of Sales for North America, Subscription Broadcast.



Eicher is based in Atlanta and leads UEI's Subscription Broadcast sales team for North America.

Eicher brings more than 30 years of sales leadership experience to UEI, most recently as Vice President of Sales for the Americas at Telestream where he developed and deployed OTT platforms to leading cable and satellite providers including Comcast, DirecTV/AT&T and Time Warner/Charter Communications. Previously, he led multimedia sales at Ericsson, managing AT&T's global account.

"We are excited to have Bruce on our team," said Steve Gutman, UEI's Senior Vice President of Global Sales, Subscription Broadcast. "He has a successful record of building strong sales teams and expanding customer relationships. His experience selling hardware and software, and in the areas of systems integration, project management and user experience will be a great asset to our company and our team."

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).

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