



Virtual Cable appoints Fernando Feliu as new Executive Managing Director



Madrid, February 8, 2022.- [Virtual Cable](#) has announced the incorporation of Fernando Feliu as Executive Managing Director of the company. Among his main roles, Fernando will be in charge of leading the company's internationalization project to increase the UDS Enterprise client base outside Spain, as well as strengthening the relationship with current partners and forging new strategic alliances for the company, in order to reinforce its presence in all markets.

"I am very excited to be part of a team as motivated, agile, and professional as Virtual Cable and to be able to join a project with such a long way to go," says Fernando Feliu. "After the great growth experienced in recent years and the consolidation of the solution at a national level, now is the time to establish ourselves in new markets and grow our partner ecosystem. In addition, driving the adoption of a highly innovative product as UDS Enterprise, with an installed base of reference in all markets, both national as an international, is a very stimulating challenge."

Fernando Feliu has more than 30 years of experience in the ICT sector, during which he has led marketing and sales teams in companies such as Samsung or Esprinet. He has worked throughout the distribution chain of technological products and solutions for software manufacturers, wholesalers, and even integrators throughout his professional career. In addition, Feliu has the highest level training, both nationally and internationally.

"Now we are experiencing a moment of great growth, and for us, it is essential to incorporate new profiles like Fernando to accompany us on this journey," says Félix Casado, CEO of Virtual Cable. "We are sure that all his expertise will mark a turning point for Virtual Cable."



VIRTUALCABLE

About Virtual Cable

Virtual Cable develops, supports and markets UDS Enterprise through a subscription model based on the number of users, which includes product support and upgrades. The Virtual Cable team has over 30 years expertise in IT and software development and more than 15 years expertise in virtualization technologies. Millions Windows and Linux virtual desktops are deployed everyday worldwide with UDS Enterprise.

For more information:

<https://www.udsenderprise.com/en/>

UDS Enterprise social networks

Twitter: <https://twitter.com/UDSEnterprise>

LinkedIn: <https://es.linkedin.com/showcase/uds-enterprise>

YouTube: <https://www.youtube.com/user/UDSEnterprise>

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