

Net Insight expands presence in the Americas with new Head of Sync Sales

Stockholm, Sweden – Net Insight is proud to announce the appointment of Lance Craft as the new head of sync sales Americas. Lance Craft brings over thirty years of experience in sales on the mobile operator and telecom side of the industry, and he will be responsible for establishing a local presence to meet the growing demand for Net Insight’s time synchronization solutions in the region.

Net Insight continues to expand its sync operations in the Americas and has identified the need for regional sales leadership to build a strong local presence. With his extensive background in sales and telecom, Lance Craft is the ideal candidate to lead the efforts in the region.

“We are thrilled to welcome Lance Craft to the team,” says Per Lindgren, Head of Sync at Net Insight. “His knowledge and experience in the industry will be invaluable as we look to expand our operations in the Americas. We are confident that his leadership will help us build a strong presence in the region and meet the needs of our customers.”

“We see a big opportunity to grow the business in the Americas Region,” says Lance Craft, Head of Sync Sales, Americas. “The critical network requirements for synchronization coupled with all the talented people and experience at Net Insight will prove success. I look forward to leading our growth strategy and I am very proud to be part of Net Insight.”

Net insight is committed to providing the highest quality synchronization solutions and services to customers around the world. With the appointment of Lance Craft as the new head of sync sales in the Americas, the company is taking a significant step towards achieving that goal.

For further information, please contact:

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About Net Insight

Net Insight (Nasdaq: NETI B) offers a GNSS/GPS independent time synchronization solution for TDD 5G networks through its Precision TimeNet product that provides the highest accuracy and performance while dramatically reducing CAPEX and OPEX for MSOs and speeding up 5G roll-outs by working over existing IP/MPLS networks.

With over 25 years of experience from the professional media industry where the world's leading media providers have relied on Net insight's Emmy®-winning Nimbra solution to guarantee their media transport and to accurately synchronize TV and media services over existing IP networks independently of GNSS/GPS. Net Insight now brings this uniquely established knowledge into the future mobile networks to solve 5G TDD time synchronization independent of GNSS/GPS. Solving time synchronization in 5G and 6G TDD networks through approaching it as an open disaggregated virtualized end-to-end service provided independent of the underlying network is for Net Insight the only future proof approach.

For more information, please visit netinsight.net

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Image Attachments

[Lance Craft Head of Sync Sales Americas Net Insight](#)

Attachments

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