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RIM new management team at the launch of BlackBerry 10 by [Andy Thomson](#)

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This time RIM has tried to make some alteration in its management as the company has hired Kristian Tear as a chief operating officer and Frank Boulben as a chief marketing Officer. RIM said that these appointments would prove to be a complement for the management team especially at the launching eve of new BlackBerry 10 moreover the company is now focusing on its global customer base.

The president and CEO of RIM Thorsten Heins told that both these CMO and COO would bring wide spread knowledge to the company as global market is demanding lots of advancement and alteration. Moreover they would help the company in focusing more on the long term value especially to the stake holders. Both these officers possess a great understanding of upcoming trends in the mobile infrastructure and computing.

Before joining RIM Kristian Tear was working as an executive Vice President in Sony Mobile Communications. Many earned many operational leadership positions with Ericsson in Latin America, Asia and Europe. As a chief operating officer Tear would go to supervise the operational functions which consist of products, global sales, supply chain, manufacturing and Research and development. Tear also stated that RIM is a hottest and a chief player in the mobile industry and very happy to be the future of the company. It is a great honor for me for working with such a talented employees and harnessing their creativeness and cleverness. As they have captured the heart of 77 million people who are the users of BlackBerry torch 9860 contract @ <http://www.blackberrytorch9860contractdeals.co.uk/> handsets. He also stated that I want RIM for giving me full support and cooperation for attracting new generation as BlackBerry users.

Frank Boulben earlier was an executive VP of strategy, sales and marketing for light squared. Before that he was a global director of commercial strategy for the leading Vodafone group and in Orange he was an executive VP of brand and consumer marketing. Now he would go to supervise all the global marketing at RIM. He stated that RIM is an established king in the mobile world and moreover is a global icon. The pitch is very fast and growing and the BlackBerry 10 would be turning point of the company. This happens with the night and day efforts of all the engineers and technicians.

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Andy Thomson is expert telecom adviser and he writes articles on mobile. Get the right information for mobile technology and we provides the best deals offers with a [Blackberry torch 9810 deals](#) and a [Blackberry torch 9810 contract](#)

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