

Wilson Connectivity Appoints Industry Veteran Jorge Forero as VP of Enterprise Sales

Wilson Connectivity Strengthens Enterprise Sales Leadership as In-Building Wireless Demand Accelerates

St. George, UT, February 24, 2026 – [Wilson Connectivity](#), a leader in wireless communication technology, today announced the appointment of Jorge Forero as Vice President of Enterprise Sales. In this role, Forero will report directly to Payam Maveddat, GM of the Enterprise Business Unit responsible for R&D, Strategy, Marketing, and Sales growth across Wilson’s addressable market.

Forero brings more than 20 years of experience building and scaling direct and indirect sales organizations across various global regions where his primary emphasis has been North America and Latin America, his primary responsibility at Wilson. His career spans a wide range of leadership roles in sales, business development, and operations at Sandvine (now AppLogic Networks), Comtech Location Technologies, and Taqua LLC. He brings a track record of execution delivering on sales objectives, leading complex channel ecosystems, and driving market expansion in fast-moving and challenging environments.

Most recently, Forero led the Sandvine regional Channels strategy and tactical execution for Latin America while continuing his growth of North America strategic accounts exceeding sales performance objectives. Previously, as a founding team member at Taqua LLC, he was instrumental in the company’s growth that led to the acquisition by Sonus Networks, delivering consistent top and bottom-line revenue growth and notably closing the largest multinational sale with a top 5 Global Operator prior to acquisition.

“Three things brought me to Wilson Connectivity: the people, the products, and the market opportunity,” said Forero. “I joined a leadership team with vision and culture to capitalize on what is one of the most significant growth opportunities in enterprise wireless today. Wilson’s portfolio breadth — spanning signal amplification, DAS, and Private 5G — gives us a credible solution for virtually every enterprise environment. The in-building wireless market is underserved and accelerating, and this company is uniquely positioned to capture that demand through a strong, enabled partner ecosystem. That is exactly what I’m here to build.”

In his first 90 days, Forero will focus on driving revenue acceleration by streamlining operations to create measurable impact across the enterprise sales ecosystem, developing and executing a market growth plan across all of Wilson’s solution segments, and establishing a channel enablement framework that equips partners with the commercial, marketing, and operational tools to compete and win.

“Jorge is exactly the kind of leader we need at this stage of our enterprise growth,” said Payam Maveddat, General Manager – Enterprise at Wilson Connectivity. “He’s built and scaled channel programs across multiple geographies, he knows how to turn market opportunity into revenue, and he’s done it in environments where the stakes are high and the timelines are tight. The enterprise in-building wireless market is at an inflection point, and Jorge’s track record of partnering with sales teams and channel ecosystems to capture that kind of momentum is what made him the right fit. We’re excited to have him on board.”

About Wilson Connectivity

Wilson Connectivity, home of WilsonPro, weBoost, and Zinwave, is the market leader in in-building wireless communication technology. With a 30-year legacy of innovation, the company holds over 265 issued or pending patents. Through evolutionary wireless connectivity products and services, Wilson Connectivity continues to pioneer indoor and outdoor cellular amplification technology, unlock new global markets, and expand consumer and commercial channels. For businesses, this means swift adaptation of comprehensive solutions that leverage the entire 5G spectrum. For consumers, it means unrestrained access to next-generation connectivity everywhere. Wilson designs, assembles, and supports our products in our manufacturing locations in the United States of America and United Kingdom. All solutions are engineered to improve wireless connectivity on devices at work, at home, and on the road.

For more information, visit www.wilsonconnectivity.com

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