BlackBerry manufacturer RIM Appointing Experts by Andy Thomson

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Research In Motions Ltd., the manufacturer of BlackBerry is looking forward to appoint experts from two other industries to lift the firm in terms of executive rankings. The company is preparing a make or break line of devices. To this, investors and market care-takers showed a watchful reaction towards the firm. From the shares parts, the Rim had gone through lots of ups and downs but finally landed up slightly higher. This was possible due to few hirings taken place in the company of BlackBerry manufacturer. A particular name to be mentioned in the list of new hirings is of Frank Boulben.

Boulben was an executive of LightSquared before he joined RIM as marketing chief. The post of marketing chief had remained vacant for around a year. Still the track of the company does not seem to be in the correct direction and once again the executives are to be blamed for this. It is being said that the new executives lack the strategy and track documentation in engineering. New executives did not show up the media for interviews, said the company.

President of advertising agency Rain 43, Toronto, John Yorke commented the hiring as an interesting because the firm did not look out to fill up high-profile posts. This implies that the firm is undergoing stress for business channel marketing, added Yorke. RIM has committed that the company did take certain wrong steps and consequently, lost the leading position in U.S. to Appleâ€™s iPhone and Android OS based mobile devices. The firm still regrets the substandard launch of its PlayBook tablet. Maker of the blackBerry torch 9860 contract @ http://www.blackberrytorch9860contractdeals.co.uk/ has suffered a plunge in shares to almost lowest point in nine years. New smartphone of RIM viz, BB10 was previewed in Waterloo last week and is being expected that the phone might elevate the company up to some extent.

Particular date or time for the release of BlackBerry new version is not declared so far. Many of the technology analysts are not satisfied with the features and facets of the BlackBerry phones. One among these, Colin Gillis, technology analyst put forward his opinion stating that the RIMâ€™s marketing and messaging was a disaster. Despite of being a sturdy company, RIM could not perform well to bring their products to the marketplace, said Gillis.

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