

Cableteque Appoints Arek Rataj as Head of EMEA to Lead European Growth

Former DigiKey director joins ahead of electronica Munich to lead sales and partnerships with wire harness and cable assembly manufacturers across Europe, the Middle East and Africa

HUNTINGTON BEACH, Calif., October [XX], 2026: Cableteque, the Wire Harness Operating System that connects the wire harness ecosystem, today announced the appointment of Arek Rataj as Head of EMEA. Based in Poland, Rataj will lead sales and partnerships with wire harness and cable assembly manufacturers and channel partners across the region.

The appointment follows Cableteque's recent [expansion into Europe](#), and puts an experienced industry leader on the ground ahead of electronica Munich, November 10 to 13.

"When we announced Europe, I said the problems don't stop at the border. That's why we need someone in the region," said Arik Vrobel, CEO and founder of Cableteque. "Arek has spent his career inside the European electronics supply chain. He knows the manufacturers, the distributors, and how decisions get made here. That's who we needed leading this."

Two decades in the electronics supply chain

Rataj brings nearly 20 years of experience in electronic components and electronics manufacturing. For 12 years, he held director-level roles at DigiKey, leading business development across Central and Eastern Europe and working closely with OEMs, EMS providers, and engineering teams throughout the region. Before that, he held positions at Arrow Electronics and Kimball Electronics, giving him first-hand experience of the supply chain from both the distribution and the manufacturing side.

Most recently, Rataj worked as an independent EMS consultant, helping Western OEMs find and work with qualified contract manufacturers in Central and Eastern Europe. He co-hosts *No Lids No Limits*, a podcast on AI in electronics manufacturing, and writes *The EE Signal* newsletter.

"European wire harness manufacturers are being asked to quote faster and more accurately, often from incomplete drawings and RFQ packages," said Rataj. "Cableteque connects engineering, supply chain, and manufacturing in one platform built specifically for wire harnesses. I'm looking forward to showing manufacturers what that looks like in practice, starting at electronica."

Built for European manufacturers today

Rataj joins as Cableteque's European foundation takes shape:

- **EU data residency.** European customer data can be hosted in AWS Europe Central.
- **ISO 27001.** Certification is targeted for December 2026.

- **European distributor relationships.** Avnet Europe, Abacus Europe, TTI Europe, IEWC Europe, and Wiremaster Europe provide direct, negotiated pricing.
- **Localization.** AI-driven translation across major European languages, with built-in currency conversion.

Meet Cableteque at electronica

Rataj and the Cableteque team will be at electronica Munich, Hall C5, Stand 430, alongside CalcuQuote, for live product demonstrations and meetings with European wire harness manufacturers and OEMs. [Book a meeting here](#).

About Cableteque

Cableteque is the Wire Harness Operating System that connects the wire harness ecosystem. It unites engineering and supply chain on one platform, automating the flow of information and giving customers competitive advantage through faster quotes, informed decisions, and streamlined procurement and inventory management. Cableteque serves wire harness manufacturers and OEMs across North America and Europe, in aerospace, military, medical, and industrial markets. Learn more at cableteque.com.

Press Contact:

Arik Vrobel, CEO, Cableteque
+1 949-792-3619
sales@cableteque.com