



Corporate Governance

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Ashley Lim takes over the Leadership of the MOBOTIX APAC Team

October 28, 2024

MOBOTIX AG is pleased to announce that effective October 1st, Ashley Lim has assumed leadership of the MOBOTIX APAC team. Since January 2022, she has served as Regional Sales Manager for Asia, adeptly overseeing the company's operations in the region from Melbourne, Australia. With the impending departure of Ryan Philp from MOBOTIX in November 2024, Ashley Lim will now extend her responsibilities to encompass the entire APAC region.

"We extend our gratitude to Ryan for his significant and successful contributions to our company and wish him every success in his future endeavors," stated Thomas Lausten, CEO of MOBOTIX AG. "Simultaneously, we are confident that under Ashley's leadership, our APAC business will remain in capable hands." Ashley Lim brings a wealth of knowledge and experience to her new role. She holds a Master's degrees in Social Work, along with a graduate diploma in Accounting and a Bachelor's degree in Psychology and Japanese. Her extensive sales expertise has been honed through successful tenures at leading global companies, including Apple and DigiCert Inc. (formerly Symantec). "We are delighted to have Ashley Lim as a capable leader at the helm of our APAC team, who, with her great sales talent and exceptional social skills, will be a competent and reliable point of contact for our customers and partners in the APAC region," said Lausten.