



## **MOBOTIX Hires New Business Development Manager for the Nordic Region**

**le 18 octobre 2018**

**Langmeil, October 18, 2018.** MOBOTIX is strengthening their position in the Nordics by bringing the new Business Development Manager Lars Wilson to the Nordic team. Lars Wilson has more than 10 years of experience from the Nordic security industry which he will use when positioning MOBOTIX in Sweden and Finland - the two markets that he will be dedicated to. Lars Wilson, 57, recently joined MOBOTIX as new Business Development Manager in the Nordic region. His focus will be on the Swedish and Finnish markets, where his most important tasks will be to develop business areas, increase the awareness of MOBOTIX' solutions and ensure continuously market growth. Lars Wilson brings more than 10 years of experience to the table, as he comes from a position as Nordic Business Development Manager for Milestone Systems, which means he has vast knowledge of and insight in the Nordic security field - and a good knowledge of MOBOTIX' products already.



### **The Nordic team powers up again**

Lars Wilson will join the Nordic MOBOTIX team also including the Regional Sales Manager Nordics/Baltics/CEE/Russia+, Tonny Frederiksen, the Inside Sales Manager for Nordic+, Katariina Hall, as well as the Nordic BDM colleague, Ole Gade, who joined MOBOTIX earlier this year. "It is with great pleasure that we welcome Lars to the team. With his many years of experience from Milestone, he brings a great insight into the Nordic security industry, which will play an important role in strengthening the team and our Nordic presence", says Tonny Frederiksen.

Lars Wilson started in his new position at MOBOTIX on September 1, 2018. In September, he finished his internal training at MOBOTIX' headquarter in Langmeil, Germany, and now he is looking ahead with excitement. "I'm delighted to have joined MOBOTIX as Business Development Manager and I see the position as a great opportunity to be part of further developing the Nordic markets and strengthen MOBOTIX' position in the region together with the rest of the Nordic MOBOTIX team", he says.

### **About MOBOTIX**

All over the world sites are protected by using MOBOTIX IP video technology. It delivers absolute reliability even in the most challenging conditions. From Oil Rigs in the North Sea, to World Heritage Sites in remote deserts, whether it is helping scientists at an Arctic research centre or greeting climbers at the top of Mount Everest; MOBOTIX equipment is designed for durability to provide the best overall return on investment. An extended operating lifetime is guaranteed and further enhanced by continual software upgrades.

### **Contact:**

**MOBOTIX AG**, Kaiserstrasse, 67722 Langmeil, Tel: +49 6302 9816-0, [www.mobotix.com](http://www.mobotix.com)  
Public Relations: Svenja Meisenheimer & Simone Gerrits, [publicrelations@mobotix.com](mailto:publicrelations@mobotix.com)

PR Agency Nordics: **Related**, Immervad 7, 1., 8000 Aarhus, Denmark

Kathrine Graugaard, [kag@related.dk](mailto:kag@related.dk), phone: +45 6024 6741