



## JONDETECH APPOINTS LARS LINDELL AS SALES MANAGER

**JonDeTech Sensors AB (publ) ("JonDeTech" or "Company") has appointed Lars Lindell as Sales Manager and a new member of the executive management team. Lars Lindell will be responsible for the strategic leadership and development of JonDeTech's sales and marketing activities and will play a key role in the Company's Go-to-Market strategy.**

Lars Lindell has extensive experience in sales and product development in growth companies within the sensor industry, and was, among other roles, the CEO of the publicly listed company Acconeer AB from 2015 to 2024. Prior to that, Lars held several senior positions at Ericsson, where, during the period 2006-2014, he played a central role in growth initiatives in the Asian market, focusing on Japan. Additionally, Lars has experience in Corporate Finance and investments, having served as a Partner at Glide IT Fund and nCoTec Ventures. Lars Lindell holds an engineering degree and a master's in electrical engineering from Lund University of Technology. He also has an MBA from the University of Cambridge. Lars assumes his position immediately and will be part of the Company's executive management team as of September 24, 2024.

"It feels very good to join JonDeTech at such an exciting stage, and I look forward to contributing to the Company's continued growth and strengthening its offering and position in the market," says Lars Lindell.

"We are very glad to welcome Lars to JonDeTech. We have entered a very interesting phase, where we have activated several international distributors and projects in parallel. Our discussions with these partners are constructive, and our products meet their expectations. Therefore, we now see the opportunity to accelerate our work with Lars' extensive experience in the industry and his well-established international network, which will enable us to scale our growth with international players. In addition, Lars will provide us with strategic and operational experience to streamline our Go-to-Market strategy and strengthen our offering in the market," says JonDeTech's CEO, Leif Borg.

**For more information, please contact:**

Leif Borg, CEO, tel: +46 73 810 93 10, [leif.borg@jondetech.com](mailto:leif.borg@jondetech.com)

**About JonDeTech**

JonDeTech is a supplier of sensor technology. The company markets a portfolio of IR sensor elements based on proprietary nanotechnology and silicon MEMS. The nanoelements are extremely thin, built-in flexible plastic, and can be manufactured in high volumes at a low cost, which opens up for a variety of applications, such as temperature and heat flow measurements, presence detection, and gas detection. The company is listed on Nasdaq First North Growth Market.



Mangold Fondkommission AB is the company's Certified Adviser.

Read more at [www.jondetech.se](http://www.jondetech.se) or see how the IR sensor works at [www.youtube.com/watch?v=2vEc3dRsDq8](https://www.youtube.com/watch?v=2vEc3dRsDq8)

**Attachments**

**[JonDeTech appoints Lars Lindell as Sales Manager](#)**