



Press Release
27 October 2023 08:00:00 CEST

New President of 4C North America Inc., operations targeting the defense sector

4C Strategies (4C), a leading software provider and consulting company, announces appointment of Guy Jones as new President for 4C North America Inc., operations targeting the defense sector. Former US Army Brigadier Guy Jones will take over from Michael Coss, who will transition into an advisory role.

4C is happy to announce the appointment of Guy Jones as the new President to lead 4C's Defense operations in North America. Guy Jones has a long and distinguished career in the US Army where he served for 32 years, rising to the rank of Brigadier.

"Having dedicated my career to serving the US Army I am proud to be joining a company which develops software that improves the training readiness of soldiers across the world. I look forward to taking the company to the next level of its exciting journey."

Guy Jones's background in the US Army will be extremely valuable in his new position, as he will play an important role in setting the direction for the 4C's North American defense offering, while developing relationships with clients and partners in the region. He will succeed Michael Coss, who will take on an advisory role.

"I'm happy to welcome Guy and look forward to working with him as he continues to expand our business in North America. At the same time, I want to thank Michael for all his efforts since he joined us in 2016. Under his guidance we have established the company, winning contracts with several branches of US armed forces and opening an innovation hub in Orlando" says Magnus Bergqvist, Group CEO 4C Strategies.

As well as leading the North American defense organization, Guy will join the Group Management Team. He will officially start his role as President on 9 November 2023.

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About 4C Strategies

4C Strategies is a leading global provider of organisational readiness and training management solutions for customers in the defence, public and corporate sectors. 4C Strategies provides an integrated offering of organisational readiness and training management solutions in mission-critical environments, consisting of its software platform Exonaut as well as expert services and software-related services. Exonaut complies with the strictest demands on security and data integrity and is accredited by NATO. From its offices in the Nordics, the UK the US and Australia, 4C Strategies serves over 150 customers, including some of the world's most high-profile public institutions, global enterprises and several NATO allied armed forces. 4C Strategies was founded in Sweden in 2000, and is headquartered in Stockholm. 4C Strategies' share is traded on Nasdaq First North Premier Growth Market, under the ticker "4C".

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Attachments

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