

TagMaster strengthens its organization with hiring a Marketing Director

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TagMaster, a leading supplier of advanced sensor systems for Smart Cities within Traffic and Rail, strengthens its organization by appointing Peter Almgren as Marketing Director. Almgren will manage the marketing on a group level with special focus on digital marketing.

As TagMaster group is growing and as the pace of sales and marketing innovation accelerates, TagMaster's strategy must reflect a keen understanding of the different success models being employed within our different countries.

"It is imperative for us as a growing company that we can deploy the right capabilities now and in future and it is also a strong signal that we can attract external professionals to our fast growing group", says Jonas Svensson, CEO, TagMaster.

Peter Almgren has a managerial experience of both strategic and operational marketing with a deep knowledge within digital marketing, lead generation and sales in an international environment. Peter is most recently coming from software company Trintech Inc. and has previously had sales director roles within multiple software companies.

Peter will manage the marketing on group level with special focus on digital marketing and he will work with the sales and marketing team in Sweden, UK, France and US.

"Peter will increase our focus on specific areas like; build and drive an operational, data driven sales and marketing department, generate leads and build a pipeline, grow our usage of Salesforce/Pardot and execute our digital marketing strategy", says Jonas Svensson.

For further information, please contact

Jonas Svensson, CEO, +46 8-632 19 50, jonas.svensson@tagmaster.com

About TagMaster

TagMaster is an application driven technology company that designs and markets advanced sensor systems and solutions based on radio, radar, magnetic and vision technology for demanding environments. Business areas include Traffic Solutions and Rail Solutions sold under the brands TagMaster, CitySync, Balogh, CA Traffic, Magsys, Hikob and Sensys Networks with innovative mobility solutions in order to increase efficiency, security, convenience and to decrease environmental impact within Smart Cities. TagMaster has subsidiaries in UK, France, US and Sweden and exports mainly to Europe, The Middle East, Asia and North America via a global network of partners and systems integrators. TagMaster was founded in 1994 and has its headquarters in Stockholm. TagMaster is a public company and its shares are traded on First North stock exchange in Stockholm, Sweden. TagMasters certified advisor is Erik Penser Bank phone +4684638300, E-mail: certifiedadviser@penser.se

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