

TagMaster strengthens its French organization further with hiring Sales Director

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TagMaster, the leading supplier of advanced sensor systems for Smart Cities within Traffic and Rail, strengthens its French organization – TagMaster France – by appointing Maxime Autran as Sales Director France.

“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’s imperative for us as a growing company that we can deploy the right capabilities and that we can attract external professionals to our rapidly growing group”, said Jonas Svensson, CEO, TagMaster.

Maxime Autran has a managerial experience of both strategic and operational sales with a deep knowledge within parking and traffic applications in the French market. Maxime most recently comes from Effia On-Street and Off-Street Parking and prior to that he worked for Group Indigo On-Street and Off-Street parking in both Paris and London.

Maxime will manage the sales team in France and will cooperate closely with the sales and marketing team in Sweden. He will increase the group’s focus on strategic applications areas like Parking/access and Traffic management/Infomobility, and grow sales on the French market.

For further information, please contact

Jonas Svensson, CEO, +46 8-6321950, 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 Segment Europe and Segment USA sold under the brands TagMaster 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 www.tagmaster.com