

TagMaster strengthens sales with Sales Director in rapidly growing application area

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TagMaster, a leading supplier of data solutions and advanced sensor systems for Smart Cities within Traffic and Rail, is strengthening its organization by hiring Jean-Christophe Vangenot as Vice President Sales for the Infomobility application area. Vangenot will lead sales operations within the application area in France and England, and report to the CEO.

The TagMaster group is in an expansion phase, both organically and through acquisitions.

"In this context, it is important that we have presence and deep understanding of the various markets in which we operate, both geographically and in terms of the different applications of our technology. This is where Jean-Christophe comes in to sharpen the strategy and work methods for achieving as much success as possible in each respective market," said Jonas Svensson, CEO, TagMaster.

Infomobility is one of three application areas within TagMaster's solution area Traffic Solutions. The area has rapid growth, and the sensor-based solutions aim to collect and distribute information related to different traffic situations and traffic conditions, as well as provide analyses based on collected information. For example, this could involve vehicle classification and counting, travel time information systems, detection of cyclists and pedestrians, and weather detection systems. The systems are primarily used for planning to optimize traffic flows.

Jean-Christophe Vangenot has worked in product management and sales within Infomobility for the past 20 years, and has a deep understanding of the market. He currently resides in France but has worked in England for 15 years. Vangenot most recently held a position as manager for the French Infomobility company Sterela.

With his experience, Jean-Christophe Vangenot adds new dimensions to TagMaster's work aimed at continuous improvement of sales efforts. He will work with the sales and project teams in France and the UK, focusing on areas such as increased sales, improved sales planning, increased sales efficiency, sharing of processes, and fine-tuning of KPI reporting.

"It's important for us as a growing company to have the right competence and capacity now and in the future. It's a strong signal that we can attract competent and accomplished individuals like Jean-Christophe Vangenot to our fast-growing company group," said Jonas Svensson.

For further information, please contact

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About TagMaster

TagMaster is an application oriented technical company developing and selling advanced sensor systems and solutions based on radio, radar, magnetic and camera technologies for demanding environments. TagMaster works in two segments - Segment Europe and Segment USA – with the trademarks TagMaster, Citilog and Sensys Networks – with innovative mobility solutions for increased efficiency, security, safety, comfort and to reduce environmental impact in Smart Cities. TagMaster has subsidiaries in England, France, US and Sweden and exports mostly to Europe, The Middle East, Asia and North America through a global network of partners and system integrators. TagMaster was founded in 1994 and has its head office in Stockholm. TagMaster is a listed company and the share is traded at Nasdaq First North Premier Growth Market in Stockholm. TagMaster’s certified adviser (CA) is FNCA. www.tagmaster.com