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For Immediate Release

Genetec Appoints Girish Maiyya as Channel Sales Manager for India

New role will help support channel partners to better meet customer needs

SINGAPORE, 17 June 2021 —Genetec, Inc. (“Genetec”), a leading technology provider of unified security, public safety, operations, and business intelligence solutions, today announced it has appointed Girish Maiyya as Channel Sales Manager for India.

In this newly created role, Maiyya will lead the company’s channel strategy and partner ecosystem growth across India, one of the largest and fastest growing markets for Genetec in APAC. Reporting to Genetec India Country Manager, Anand Thirunagari, Maiyya will be responsible for managing Genetec distribution and channel partners to accelerate sales growth in the region as well as onboarding and training new channel partners.

Maiyya is an experienced security industry professional having spent over eight years with Bosch as a product manager for video surveillance and intrusion alarms systems in India. During his tenure at Bosch, he was responsible for establishing the company’s distribution business for video surveillance across India. He was also instrumental in setting up the intrusion alarm systems business in India and SAARC countries, and managed Bosch’s commercial and technical training for South Asia. Prior to Bosch, he was territory manager for Sharp Business Systems.

“Our channel partners are an essential connection between Genetec and our end users,” said Thirunagari. “Girish not only brings industry knowledge, but he also has in-depth experience of managing and supporting both distributors and channel partners in India. We are excited to have such an experienced and customer focused individual as our new Channel Sales Manager.”

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About Genetec

Genetec Inc. is an innovative technology company with a broad solutions portfolio that encompasses security, intelligence, and operations. The company's flagship product, Security Center, is an open-architecture platform that unifies IP-based video surveillance, access control, automatic license plate recognition (ANPR), communications, and analytics. Genetec also develops cloud-based solutions and services designed to improve security, and contribute new levels of operational intelligence for governments, enterprises, transport, and the communities in which we live. Founded in 1997, and headquartered in Montreal, Canada, Genetec serves its global customers via an extensive network of resellers, integrators, certified channel partners, and consultants in over 80 countries.

For more information about Genetec, visit: www.genetec.com

Proposed Tweet: Genetec appoints Girish Maiyya as Channel Sales Manager for India. With this new role, the company, a leader in unified security software, hopes to provide dedicated service and education to customers in India. #ProtectTheEveryday #SecurityNews

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