

For Immediate Release

Genetec makes new strategic appointments in Europe

Company taps Francesco Serra as European VP of Sales, Georges Tannous takes on new position as Director of Europe, Middle East and Africa Marketing, and Jakub Kozak joins as Regional Sales Manager for East Central Europe

PARIS, May 16, 2019—[Genetec Inc.](#) (“Genetec”), a leading technology provider of unified security, public safety, operations, and business intelligence solutions today announced a number of strategic hires in Europe to support the company’s sustained growth in both Europe and the Middle East.

Francesco Serra, has taken on the role of Vice President of Sales for Europe, based in the Genetec European headquarters in Paris. Having held senior roles with Siemens, Avaya and Polycom, Francesco brings over 25 years of management experience in the technology industry. His extensive background in sales and sales management will be an asset to the Genetec leadership team as the company continues to accelerate its growth in this region. In his new role, Francesco will be responsible for driving the Genetec European sales and channel operations to deliver on the company's ambitious growth plans.

“We are excited to welcome Francesco to the Genetec team. His industry experience and sales acumen will help us to continue to propel our business forward in Europe by building on our existing successes and opening up new market opportunities under his leadership,” added Michel Chalouhi, Vice-President of Global Sales at Genetec.

With over 15 years of experience in global partner management, and an MBA from Western University's Ivey school of business, Georges Tannous has taken on the new position of Director of Marketing for Europe, Middle East, Turkey and Africa. Also based in Paris, Georges will lead the company’s EMEA marketing teams and guide the continued growth of the Genetec brand in the region while continuing to oversee the company’s global portfolio of strategic technology alliance partners. A key player in

the global Genetec Marketing Leadership program, Georges will work closely with the sales organization to build powerful demand generation, channel engagement, and end user awareness programs.

“Francesco and Georges are experienced leaders with impressive track records of driving high-performance sales and marketing teams. They bring considerable experience to our European sales and marketing organization, as we continue to accelerate our growth and expand into new regions such as East Central Europe,” said Guy Chenard, Chief Commercial Officer at Genetec.

Continuing the sales and marketing expansion in Europe, security industry veteran, Jakub Kozak, has joined Genetec to become the company’s new Regional Sales Manager for East Central Europe. Having held senior sales position in the region with Axis communications, and L3 Technologies, Jakub will be responsible for expanding the company’s footprint in Eastern Europe.

With ever-increasing market demands for powerful, enterprise-class IP video surveillance, access control, license plate recognition, and business intelligence solutions, Genetec has enjoyed a compound annual revenue growth rate (CAGR) of 30 percent for the last 10 years. With flagship European customers that include Paris, Rome and Schiphol airports, The Danish Police, Twickenham Stadium and The University of Hull, the company is continuing its rapid expansion in the region and is looking to further add to its global team of 1,300 talented employees. For more information on how to join our team, please visit: <https://www.genetec.com/about-us/careers/why-us>

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

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Press Contacts:

Corporate

Véronique Froment

HighRez

Veronique@highrezpr.com

Tel: +1 603.537.9248