Smartrac Appoints Amir Mobayen As Chief Revenue Officer

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Amsterdam (The Netherlands), September 18, 2017 - RFID and IoT solutions pacesetter Smartrac today announced that it has added the new position of Chief Revenue Officer to its Management Board, and that Amir Mobayen will take over that role with immediate effect.

'By introducing the position of Chief Revenue Officer, Smartrac is following the example of high-growth companies that - like us - are busy creating innovative new business models, hence need executives who are strongly customer-oriented and focused on revenue generation. To fill that position, we wanted someone who is a sales leader and a strategist, data-driven and customer-minded, collaborative and inspirational. In Amir Mobayen, we are very pleased to have found that person', said Christian Uhl, CEO and Chairman of the Management Board at Smartrac.

Amir Mobayen is an international executive with nearly 30 years' experience in the technology sector, whose successful track record includes senior leadership positions in public and private companies in North America, EMEA and Asia. Prior to joining Smartrac, he was President and CEO of HYCID, Member of the Board of Directors at ALPHASTAR Corporation, Vice President and General Manager of Intelligent Systems at Arrow Electronics EMEA, and EVP worldwide sales and services at MSC Software Corporation.

'I am very excited to join Smartrac, a company that is leading the RFID market for many years through innovation, and is now shaping the IoT solutions market. It is an absolute privilege to be Smartrac's first Chief Revenue Officer, and I'm looking forward to helping to drive the company's transformation and to accelerate its growth in close collaboration with Christian Uhl and his team', Amir Mobayen said.

About SMARTRAC
Smartrac is a leading vendor of RFID products and IoT solutions, providing both ready-made and customized offerings. We make products smart, and enable businesses to identify, authenticate, track and complement products and solutions. Our portfolio is used in a wide array of applications, such as animal identification, automation, automotive, brand experience, industry, library and media management, laundry, logistics, retail, supply chain management, and many more. Leveraging our global Research & Development Centers, production and sales network, and IoT-enablement platform Smart Cosmos, we embed intelligence into physical products, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, www.smart-cosmos.com, follow us on Twitter: www.twitter.com/SMARTRAC_NV or click here to sign up for our quarterly newsletter.

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