

## **Safeture strengthens the sales organization**

Safeture in Lund continues to expand its operations rapidly. The recruitment of Jens, Guldbrand, Adam Warren, Martin Viljens and Ross Valizadeh is part of Safeture's focus on increasing sales and is significantly strengthened the sales organization in the European market.

Safeture is an international SaaS company offering a complete cloud-based platform designed to manage employee safety and risk/crisis management. Safeture helps more than 3 000 large companies and organizations protect what matters most - their employees. Last week, Safeture presented a unique tool: Coronavirus exposure tracker – real-time correlation of staff travel patterns and Covid-19 cases.

Adam Warren, Presales/Product Specialist (UK office), has a background in location services, specializing in the last five years on international business travelers and mobile workforce. Adam has worked in sales, operations, and client services across the world with a whole range of organizations, from small NGOs to the world's largest companies.

Jens Guldbrand Presales/Product Specialist (Stockholm office) has a background as a consultant in different markets. Jens is driven to close the gap between products, processes, systems, and employees. While working as a project manager with change management, GDPR, and information security, he found it very satisfying to make a difference for individuals that will also be in his focus here at Safeture .

Ross Valizadeh, Director of Account Management (Lund HQ), is an expert in providing products and services to IT and commercial businesses. From start-ups to enterprise companies, formulating growth strategies and evaluating market potential for PaaS, IaaS, and SaaS. He has a broad range of commercial skills, including marketing, sales, business development, operations, and strategic planning.

Martin Wijlens will join our Safeture team as a Senior Sales Manager International Clients and will be mainly responsible for the Benelux and Denmark.

Martin has a MBA and more than 20 years of experience in the ICT and security industry. In his last job Martin fuelled his ambition to work in the international security scene. In this role at Nedap Security Management he helped Multinationals to centralize and standardize their security measurements.

"By hiring these four highly qualified employees, we are making a historic investment in developing Safeture. The result will be more business with both existing customers and brand-new customer groups," said Magnus Hultman, CEO at Safeture.

Feel free to reach out to Magnus Hultman or any of the new employees to hear more about Safeture. Safeture CEO Magnus Hultman: +46 706 00 81 66. [Magnus.hultman@safeture.com](mailto:Magnus.hultman@safeture.com)

### **About Safeture AB**

Safeture (founded in 2009) is a Software as a Service (SaaS) company based in Sweden.

The company offers a complete cloud-based platform designed to manage employee safety and risk/crisis management. Through world-leading technology and innovative solutions, Safeture helps more than 3 000 companies and organizations to protect what matters most – their employees.

Safeture Enterprise gives larger corporations the ability to effectively automate safety and security while seamlessly integrating the software to become a natural part of their internal processes.

The Safeture share is listed on NASDAQ First North Growth Market, Stockholm (ticker: SFTR). Erik Penser Bank AB is the Certified Adviser. Ph: +46 8-463 83 00 E-mail: [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se).