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AddSecure appoints Chris Wimshurst as new Sales Director for the UK

Wimshurst joins AddSecure as the company accelerates its growth and strengthens its UK presence in secure IoT and alarm solutions for critical infrastructure.

[AddSecure](#), a leading European provider of secure IoT connectivity and end-to-end alarm solutions, today announces the appointment of Chris Wimshurst as Sales Director for the UK.

Chris brings extensive industry experience and a proven track record in senior commercial leadership roles across the fire, security, mechanical, electrical, and HVAC sectors. His background includes several Head of Sales and National Sales Director positions, where he has successfully built high-performing teams, led major bids and tenders, and driven sustained revenue growth.

Most recently, Chris served as National Sales Manager at Croma Security Services Group (CSSG), where he was responsible for shaping sales strategy, strengthening national account management, and implementing structured processes to support long-term business growth.

Prior to that, he held leadership roles at Clearway Group, Johnson Controls, SSE and other organisations, consistently delivering strong commercial results and securing high-value contracts across both the public and private sectors.

“We are delighted to welcome Chris to AddSecure. His deep industry expertise, structured leadership style, and passion for driving growth make him a strong addition to our UK organisation. Working side by side with alarm signalling veteran Nicholas Whiting, Chris will help accelerate our growth, strengthen customer relationships, and advance our long-term investment in the UK market,” said Stefan Albertsson, CEO of AddSecure.

In his new role, Chris will focus on strengthening AddSecure’s UK sales strategy, building a high-performing national team, and accelerating growth. His experience in consultative selling, and the use of AI to optimise sales processes will further support AddSecure’s ambition to broaden its offering and reinforce its long-term commitment to the UK.

“I’m excited to join AddSecure at such a pivotal time,” said Chris Wimshurst. *“The company’s strong focus on innovation and investment in the UK aligns perfectly with my own passion for creating scalable sales structures that empower teams and deliver real value to customers.”*

For more information, please contact:

Nicholas Whiting, VP Alarm Signalling, Smart Alarms, AddSecure UK
Mobile: +44 7484 540 178, nicholas.whiting@addsecure.com

Kristina Grandin, Director Corporate and Marketing Communications, AddSecure
Mobile: +46 70 689 52 08, kristina.grandin@addsecure.com

About AddSecure

[AddSecure](#) is a leading European provider of secure IoT connectivity and end-to-end solutions. We help customers optimise their operations, drive business value, and secure vital functions. By combining connected, data-driven, and sensor-based solutions with best-in-class expertise, we meet our customers' needs regardless of industry. We provide both managed services and connect any device in need of secure communications and data transfer. Imagination is the only limit.

Our secure IoT solutions are used within the areas of buildings, alarms, transportation and logistics, personal safety and security, health care, construction, municipalities, schools, rescue services, power grids, and more.

AddSecure's headquarters is in Stockholm, Sweden. Our main market is Europe, yet we serve customers worldwide. With over 1,000 employees, we help make the world safer, smarter, and more sustainable.