



Irisity has recruited a new international Enterprise Sales Executive

Irisity AB (publ) recruits Mats Berggren as new Enterprise Sales Executive with main responsibility for EMEA region.

"Mats Berggren has extensive international sales experience from advanced technology sales to large organizations where he has delivered excellent performance. Mats positive, solid business and result oriented approach match our corporate sales culture perfect. I am therefore happy to welcome Mats to our international sales team", says Marcus Bäcklund, CEO.

Mats Berggren is 58 years old and has more than fifteen years of international sales experience from advanced technology including computer vision applications. Before joining Irisity Mats worked at NEP and Mediatec. Previous work positions include various sales and leadership roles at Digital Vision AS, MTV Produktion AB and Prisma OB AB. Mats has also been engaged by OBS (Olympic Broadcast Services) for the TV production of a number of Olympic games.

"I am very happy joining this successful team, the product is great and the market potential just galactic", says Mats Berggren, Enterprise Sales Executive.

Mats Berggren is an engineer and has already taken up his position with the main responsibility of enterprise sales within the EMEA region.

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About Irisity

Irisity AB (publ) is a leader in intelligent camera surveillance. We develop deep learning powered algorithms upgrading both existing and new surveillance cameras and security systems into proactive intelligent devices. IRIS™, our fully cloud or edge-based SaaS solution, detect unwanted activity and behavior in real time with high precision at long distances.

Staying at the forefront of technology advancements we continue developing agile algorithms providing the best possible security solutions for clients worldwide.

The Irisity AB (publ) share is listed on Nasdaq First North Growth Market, with the ticker IRIS

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