



Pressrelease 2021-04-14

Irisity has recruited a new international Enterprise Sales Executive

Irisity AB (publ) recruits Carl Fischer as new Enterprise Sales Executive with main responsibility for EMEA.

"Working with several global brands Carl has a solid international sales experience, he also knows how to manage sales teams in fast moving ventures. I am therefore happy to welcome Carl to our international sales team", says Marcus Bäcklund, CEO.

Carl Fischer has extensive experience from international sales, coming most recently from the role as country sales manager Norway at Benify AB. Carl have previously worked at Trade It, Crossroads and Ricoh Sweden.

"I am excited joining this successful team, with this stellar product the market potential is enormous", says Carl Fischer, Enterprise Sales Executive.

Carl Fischer has exams from Mercuri International as well as Ricoh Academy and will join the company on April 19.

For further information:

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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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