

Corporate Governance

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Ashley Lim takes over the Leadership of the MOBOTIX APAC Team

28. Oktober 2024

MOBOTIX AG is pleased to announce that effective October 1st, Ashley Lim has assumed leadership of the MOBOTIX APAC team. Since January 2022, she has served as Regional Sales Manager for Asia, adeptly overseeing the company's operations in the region from Melbourne, Australia. With the impending departure of Ryan Philp from MOBOTIX in November 2024, Ashley Lim will now extend her responsibilities to encompass the entire APAC region.

"We extend our gratitude to Ryan for his significant and successful contributions to our company and wish him every success in his future endeavors," stated Thomas Lausten, CEO of MOBOTIX AG. "Simultaneously, we are confident that under Ashley's leadership, our APAC business will remain in capable hands."Ashley Lim brings a wealth of knowledge and experience to her new role. She holds a Master's degrees in Social Work, along with a graduate diploma in Accounting and a Bachelor's degree in Psychology and Japanese. Her extensive sales expertise has been honed through successful tenures at leading global companies, including Apple and DigiCert Inc. (formerly Symantec). “We are delighted to have Ashley Lim as a capable leader at the helm of our APAC team, who, with her great sales talent and exceptional social skills, will be a competent and reliable point of contact for our customers and partners in the APAC region,” said Lausten.

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About MOBOTIX AG

MOBOTIX is a leading manufacturer of intelligent IP video systems in premium quality and sets standards in innovative camera technologies and decentralized security solutions with the highest level of cyber security. MOBOTIX was founded in 1999 and is headquartered in Langmeil, Germany. The company relies on its own research and development as well as its own production "Made in Germany". Customers around the world trust in the durability and reliability of MOBOTIX hardware and software. The flexibility of the solutions, the integrated intelligence and the highest level of data security are appreciated in many industries. MOBOTIX products and solutions support customers in areas such as industrial manufacturing, retail, logistics and healthcare. With strong and international technology partnerships, the company is using artificial intelligence and deep learning modules to expand its universal platform and new applications in a wide range of sectors.

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