



MOBOTIX AG Appoints New Chief Sales and Marketing Officer to Drive Strategic Growth in Defense and Healthcare Markets

July 21, 2026

The Supervisory Board of MOBOTIX AG has appointed Aleksandar Smiljanic as the company's new Chief Sales and Marketing Officer (CSMO). Effective October 1, 2026, he will join the Executive Management Board alongside Giovanni Santamaria (CRO), Dr. Christian Cabirol (CTO) and Klaus Kiener (COO).

With this appointment, MOBOTIX is strengthening its international sales and market development. The focus will be on further expanding the company's global core business in AI-powered video security while strategically entering new, high-margin growth markets.

Aleksandar Smiljanic brings many years of international leadership experience in technically demanding B2B markets. He has extensive expertise in building global sales structures, developing strategic customer relationships and opening new business opportunities. He is already familiar with MOBOTIX through previous joint projects involving security-critical applications and has built a strong international network, particularly within the defense sector, military medicine and high-growth international markets.

The Supervisory Board is confident that the appointment of Aleksandar Smiljanic establishes the right commercial leadership to support the company's next phase of sustainable, profitable growth. The objective is to further strengthen MOBOTIX's existing market positions, capitalize more effectively on international sales opportunities and reinforce the company's presence in strategically important future markets.

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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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