

## **Secomea continues to accelerate international growth by adding a Key Senior Executive.**

Secomea is pleased to announce a key senior executive hiring to accelerate the growth: Lau Harting Jeppesen, serving as global Chief Revenue Officer (CRO), starting September 1<sup>st</sup> 2021.

With this hiring, Secomea is on course to implement further growth plans. After Secomea's years of self-financed growth, the Danish private equity fund GRO Capital A/S recently joined our journey by investing financial and human capital. Secomea will continue expanding its world-leading position within secure remote access and industrial IoT solutions for machine builders and manufacturers by strengthening product innovation and enhancing sales and marketing efforts.

The addition to Secomea's executive leadership team will solidify the company's ambitions and opportunities to support the automation industry for obtaining higher cybersecurity measures effectively, enhanced service, and increased uptime. All while addressing the industry's challenges of growing machine complexity combined with physical access constraints and elevated compliance demand.

"I am very excited to welcome Lau to the Secomea team," states Michael Ferdinandsen, CEO of Secomea. "Lau is an experienced leader with an impressive track record of scaling the business and is very mission-driven. His solid accomplishments, skills, and expertise will support us in achieving our ambitious goals. I'm thrilled to have him on board as we embark on the next step of our growth journey. "

Secomea's new CRO Lau Harting Jeppesen (48) joins from a position as VP Global Sales in the Danish C25 company, SimCorp A/S, bringing extensive knowledge of the Tech industry. He has served in Regional and Global Leadership positions throughout his career and holds an executive MBA from Copenhagen Business School.

Lau Harting Jeppesen comments: "I am thrilled about joining Secomea and can't wait to meet the customers and my new colleagues. Secomea has a unique offer for Secure Remote Access and Industrial IoT, and there is a strong demand for these solutions in the market. I am looking very much forward to contributing to the success of Secomea's customers going forward."