



## Press Release

Cambridge, 2nd September 2020

### Sepura Build Presence in Nordic Region for Critical Communications

Sepura have recruited Sergei Yarushin to head up their sales operations in the Nordic region, to further cement their position as market leaders for critical communications in the territory. Sergei will be supported by Martin Nordlöf, based in Sweden as a dedicated technical resource for Nordic customers.

Sergei joins having built considerable contacts and experience through previous roles with Tait Communications, selling DMR solutions to commercial organisations primarily in Sweden and Norway. Prior to working for Tait, Sergei held senior sales positions covering the Middle East, Asia and the USA.

He brings with him a detailed understanding of the requirements of critical communications users and solution project management.



*Sergei Yarushin, Sepura's new Business Development Manager for the Nordics*



*Sepura radios are known for their reliability and endurance, even in harsh conditions such as at the Åre Ski Resort in Sweden.*

On his new role, Sergei said: "Sepura has an outstanding reputation in the market for the quality of its product and its customer service. There are great opportunities in the region for the SC Series radios which have already been deployed to Police forces in Norway, Sweden and many other organisations. Allied to the potential of applications delivered through AppSPACE and the new mobile TETRA radio there is much we can do to support users to keep building their communications capability."

Martin Nordlöf joined Sepura earlier in the year and has already provided outstanding technical support to partners in Sweden on several highly technical solution deployments. "Our partners are local experts in the needs of their customers" said Martin, "and I am relishing the chance to provide them with technical and sales support for our world class solutions."



*Martin Nordlöf, Partner Support Engineer, based in Sweden.*



*Swedish Police have recently adopted the Sepura SC Series hand held TETRA radios.*

Gary Maughan, Regional Director for Northern Europe added:

"We are excited to have Sergei and Martin on board to lead our activity in the Nordic region, where many organisations are looking for ways to embrace new technology within their current TETRA radios. Our experienced, dedicated partners will work with the Sepura team to support users in these vital markets."

-- ENDS --

#### **ABOUT SEPURA**

Sepura is a recognised global leader in the development and supply of radio terminals, accessories and applications for TETRA-based mission-critical and business-critical communications. Based in the UK's Cambridge technology hub, Sepura provides local support through its global footprint, and is a trusted partner to public safety users and commercial customers in the professional mobile radio (PMR) market. Sepura's comprehensive solutions for critical communications enable customers to address the demanding operational challenges they face. For more information, please visit [www.sepura.com](http://www.sepura.com).

#### **MEDIA CONTACTS**

Ben Yelton  
Communications & Event Manager, Sepura  
Tel: +44 (0)1223 877215  
Mob: +44 (0)7850 271074  
[ben.yelton@sepura.com](mailto:ben.yelton@sepura.com)

Follow Sepura on social media using the links below:

