



Press Release

Cambridge, 17th March 2020

Sepura Strengthens Southern European Sales Team

Sepura have hired Victor Rodrigues as Strategic Account Director for Southern Europe, confirming the company's ambition to continue growing business in the region.

Victor has extensive experience in global sales from an initial spell with Sepura, having provided TETRA radios to national police forces that are still in use across Southern Europe today, a testament to the radios' durability.

Victor latterly headed up Sepura's South American sales team, establishing the company as a major presence in the regional critical communications market and securing business with both public safety and commercial organisations in the region. This included providing radios and networks to support the 2014 FIFA World Cup in Brazil as well as regional police forces in Brazil, Argentina, Chile and Mexico.

Before returning to Sepura in 2020, Victor was based in Barcelona, supplying technology including body worn cameras and Tasers to police and other public safety organisations in Southern Europe.



Victor Rodrigues, Strategic Account Director, Sepura

Speaking about his return to Sepura, Victor said: "I see tremendous potential in the Southern European market with upcoming opportunities to provide Sepura's newest generation of TETRA radios to critical communications users. I'm looking forward to working with our partners and customers to ensure that Sepura continues to be the radio of choice for public safety in Europe."

Sales and Marketing Director Terence Ledger added: "For Sepura it is vital to have the right resources in region. Victor's experience and contacts in the market will be crucial to continue developing Sepura's presence and ensuring that our customers have best in class solutions to support their operations. We are delighted to welcome Victor back as part of our great team at Sepura."



Terence Ledger, Sales & Marketing Director, Sepura

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.

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