



PRESS RELEASE

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CriticalArc's New US Sales Director to Focus on Texas Market

DENVER, COLORADO, UNITED STATES – September 8, 2020 – As CriticalArc's operations continue to expand rapidly, Ryan Guckes has been appointed as the company's new US Sales Director.

In his new role, Ryan will drive CriticalArc's growing customer base across the US, with a focus on Texas and surrounding markets. Ryan will offer CriticalArc's [SafeZone™](#) solution, the leading safety, security and emergency management service, to help large organizations keep their people safe and respond more effectively to fulfil their duty of care and mitigate risks.

Welcoming the appointment, Glenn Farrant, CriticalArc's CEO and co-founder said, "With his experience working with senior executives on technical, multi-stakeholder solutions, combined with his operational understanding from his years serving on the front lines as a police officer, Ryan is ideally suited to work with our customers in this important role. CriticalArc is dedicated to serving the unique needs of customers throughout Texas, so we're excited to demonstrate our commitment through the addition of Ryan to our sales team.

Ryan says his focus will be on assessing the unique needs of his customers and then providing them with a solution packaged specifically to meet their requirements, with a focus on providing meaningful and immediate value with SafeZone's technology.

"With our highly focused Customer Success Team and scalable and secure cloud platform, SafeZone can be up and running in a matter of days," Ryan said. "For new customers this means quick access to the streamlined operational benefits of our platform and enhanced capabilities to view, manage and direct campus police, public safety and emergency management resources. I'm excited to work for a company with such a robust and flexible product like SafeZone that helps quicken response and more efficiently deploy resources to address critical incidents."

Operational in over eighty countries worldwide, SafeZone fundamentally transforms an organization's ability to manage personal safety, security and emergency situations so they can respond faster to protect their most important asset, their people.

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About CriticalArc

CriticalArc provides SafeZone™, the leading safety, security and emergency management solution that helps large organizations keep their people safe and respond more effectively to critical incidents so they can fulfil their duty of care and mitigate risks. SafeZone fundamentally transforms the ability to manage personal safety, security and emergency situations so organizations can respond consistently and up to 50% faster to protect their most important asset, their people. Through real-time visualization, communications and response coordination, SafeZone has established a new benchmark for organizations to protect their community that streamlines operations, is easy to use and quick to deploy. For details, visit www.criticalarc.com.

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