



VP of Sales and General Manager for MapsPeople Inc.

MapsPeople A/S | MapsPeople hires VP of Sales and General Manager for MapsPeople Inc.

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Company Announcement No. 2 - 2022 - Inside Information

Aalborg, February 18th, 2022

MapsPeople hires VP of Sales and General Manager for MapsPeople Inc.

MapsPeople is pleased to announce that Brian Parks has joined the company to lead and further develop our strong presence in the Americas. Brian has extensive experience from the SaaS industry, where he has successfully scaled software organizations several times.

Brian has been leading a number of SaaS companies, where he has built high performance sales teams, including BigCommerce where he was responsible for more than 500% growth in sales over a 3-year period.

"I am excited to join the dedicated and passionate team at MapsPeople, and I am thrilled to work with top-class teams specializing in indoor mapping. I see fantastic potential in using MapsIndoors eg. in large complex buildings, where the close connection to booking systems and IoT sensors create great value for users and customers, and I look forward to leading the extensive growth of MapsPeople in the Americas." says Brian Parks.

CEO Michael Gram states: *"It is an important step for MapsPeople that we can attract a strong leader like Brian Parks who has repeatedly headed the growth journey that MapsPeople is facing in the coming years, and I'm confident that we have found the right person to secure the development of the US market."*

Brian Parks joins MapsPeople March 1st as Vice President of Sales and General Manager of MapsPeople Inc., Austin, Texas. MapsPeople Inc. is a subsidiary 100% owned by MapsPeople.

This announcement does not affect ARR guidance (company announcement no. 1-2022), which remains at DKK 75-85M for 2022.

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Source: MapsPeople

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