

SmartWitness Expands Executive Team to Advance Industry-Leading Growth

Video Telematics Pioneer Also Doubles Workforce in 2 Years to Support Escalating Market Adoption

CHICAGO (Aug.21, 2021) – SmartWitness, a global provider of video telematics solutions, announces an expansion of its executive team to support a growth rate in its installed base that is nearly twice the industry average as well as a doubling of the company’s global workforce over the last two years. Key areas of focus for all team members include driving new developments in Artificial Intelligence (AI) solutions, innovative hardware products, and an enhanced partner program to better support software integrators and channel partners in creating additional value in the video telematics marketplace.

Joining the SmartWitness leadership team to advance the company’s growth initiatives are:

- **Michael Bloom, Vice President of Products** – Bloom’s background includes 11 years with Teletrac Navman, a provider of GPS-based fleet tracking solutions. His leadership roles included strategic planning, marketing, customer experience and product management. At SmartWitness, he will drive a product strategy that targets unmet or poorly met needs in the market to support the company’s growing list of integration and reseller partners.
- **Jim Sherer, Senior Director of Operations** – Sherer joins SmartWitness with nearly 30 years of executive-level operations and customer service experience. He has held senior positions in retail, digital learning and object storage software organizations and is a 20-year retired veteran of the United States Air Force. His most recent position with Ashley Furniture required moving their brick-and-mortar operations to a full eCommerce platform as part of a response to the pandemic. With strengths in supply chain management, process optimization and customer support, he will work to improve the SmartWitness experience both internally and externally.
- **Tom Koch, Senior Director of Sales** – Koch has an extensive background in developing channel sales programs in the mobile space. He most recently served as Director of Strategic Partnerships at GPS Insight, a global provider of telematics solutions, and previously held director-level positions at MOBI Wireless Management, ADTRAN and Motorola. For SmartWitness, his responsibilities include creating and executing integrator and reseller programs that ensure full utilization of new products and services as they are launched.

“Our growth over the past year has continued to outpace the market, and we are on track to meet or exceed that performance in 2021,” said Nick Mirchef, President and Co-Founder of SmartWitness. “Adding Michael, Jim and Tom to our talented team will help us continue to deliver the best-in-class solutions that are fueling the business. Their fresh viewpoints and rich experience will help us make smart decisions around the solutions, services and support that we need in order to best serve our partner network and the video telematics industry.”

About Smart Witness

SmartWitness is a leading global provider of video telematics solutions with roots dating back to 2007. Ranked as one of the top five providers by industry analysts, the company sells exclusively through integrators and channel partners utilizing its best-in-class platform, SmartAPI. With over 400,000 devices deployed and logging 50 million miles per day, SmartWitness provides video telematics hardware, software, and services that help partners develop fleet management solutions that optimize operations, improve driving behavior, and mitigate risk. Additionally, the FIA European Truck Racing Championship

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