



PRESS RELEASE

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

Ray Gatney has been appointed as the company's new US Sales Director

DENVER, COLORADO, UNITED STATES – August 9th, 2021 – As CriticalArc's operations continue to expand rapidly, Ray Gatney has been appointed as the company's new US Sales Director.

In his new role, Ray will drive CriticalArc's growing customer base across the US, with a focus on California and surrounding markets. Ray 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 17 years of experience working in the security industry, combined with his deep understanding of public safety requirements, Ray is ideally suited to work with our customers in this important role. CriticalArc is dedicated to serving the unique needs of customers throughout California, so we're excited to demonstrate our commitment through the addition of Ray to our sales team."

Ray 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 an emphasis on providing meaningful and immediate value with CriticalArc'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," Ray 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 how leading organizations manage the safety of millions of people every day.

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About CriticalArc

CriticalArc is a global technology innovator and the creator of the distributed command and control solution, [SafeZone®](#), which has been adopted by dozens of universities and enterprises across the world to help ensure the fastest possible emergency and safety support for students and staff by providing easy, direct access to responders. SafeZone fundamentally changes the way businesses manage safety and security operations across multi-site organizations and dispersed campuses, allowing proactive response that positively impacts the outcome of any incident.

Headquartered in Sydney, Australia, CriticalArc has offices and operations in North America and the United Kingdom, providing an international delivery capability and reach. For more information on CriticalArc and SafeZone, please go to www.criticalarc.com, email contact@criticalarc.com or telephone +1 800 985 9402.

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