



## PRESS RELEASE

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# SafeZone by CriticalArc expands U.S. sales operations, as demand for SafeZone solution increases across university sector

*Sales Director James Lee is latest appointment to growing U.S. team*

DENVER, COLORADO, DECEMBER 22, 2023 – CriticalArc is expanding its sales operations across the U.S., to meet growing demand for its SafeZone solution in the higher education sector.

James Lee joins the company as Sales Director, North-East, and brings with him extensive experience of the education technology sector.

SafeZone is the award-winning unified platform for safety, emergency management, and wellbeing support. Its growing adoption by university police departments reflects increased concern to ensure that campuses strengthen their reputations for being safe, welcoming, and appealing environments, says Darren Chalmers-Stevens, CriticalArc's Chief Operating Officer. In an increasingly competitive higher education market, perceptions of safety matter to students and their families when they are choosing where to study, he says.

“We are delighted that James is joining our U.S. team at a time when we are experiencing significantly increased demand for SafeZone. Our technology offers important advantages over traditional solutions, with a proven track record of significantly higher user engagement and support among students, and a more seamless platform for managing multiple safety and security functions.”

Through real time coordination and response, SafeZone empowers organizations to act more quickly and effectively to deal with incidents of any scale. SafeZone also provides operational insights and post-incident learnings, allowing continuous improvement of police team performance and optimization of future response.

For more information on CriticalArc and SafeZone go to [www.criticalarc.com](http://www.criticalarc.com) or email [marketing@criticalarc.com](mailto:marketing@criticalarc.com).

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### **About CriticalArc**

CriticalArc provides [SafeZone®](#), the unified 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 faster and more effectively to protect their most important asset, their people. Through real-time visualization, communications, and response coordination, SafeZone streamlines operations, is easy to use and quick to deploy. For more information on CriticalArc and SafeZone, please go to [www.criticalarc.com](http://www.criticalarc.com), email [marketing@criticalarc.com](mailto:marketing@criticalarc.com) or call +1-800-985-9402.

### **Social Media Links:**

LinkedIn: <https://www.linkedin.com/company/criticalarc>

Twitter: @CriticalArc

Facebook: <https://www.facebook.com/safezoneapp>