



**PRESS RELEASE**

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## **CriticalArc signals increased university demand for SafeZone with top level appointments to U.S. sales team**

*New strategic sales roles confirmed for growing U.S. operation*

DENVER, COLORADO, JANUARY 17, 2024 – CriticalArc reports growing demand for its SafeZone safety and security solution across the U.S. universities sector, with confirmation of three appointments to its growing U.S. sales operation.

Following the recent appointment of Anne Cynamon as Senior Director of Sales with responsibility for the East Coast sales team, Nick Schneider has now joined the company as Sales Director, Upper Midwest region.

Nick brings with him extensive experience of business continuity and disaster recovery issues, and he will be working with campuses and universities to deliver the benefits of optimal preparedness and resilience, though SafeZone’s award winning unified platform for safety, emergency management, and wellbeing support.

His appointment comes hot on the heels of the company’s recent announcement that James Lee has joined as Sales Director, North-East.

Darren Chalmers-Stevens, CriticalArc’s Chief Operating Officer, says SafeZone’s growing adoption by university police departments reflects increased concern to ensure that they can respond effectively to a wide range of emergency situations, from extreme weather events to active shooter threats. Universities are looking to strengthen their reputations for being safe, welcoming, and appealing environments, he says:

“Universities understand that when students and their families are choosing where to study, their perceptions of safety matter. In today’s increasingly competitive higher education market, universities that provide Safety Everywhere through our SafeZone solution can gain a significant advantage in their recruitment and retention campaigns.”

SafeZone 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](#)

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