

## **Eurotech: Geoffrey Morton appointed new Group VP for M2M/IoT Line of Business**

*Geoffrey Morton will coordinate the worldwide sales of the M2M/IoT offering and will lead the development of indirect channels*

**Amaro (Italy) – September 1st, 2014** – Eurotech, a leading supplier of embedded systems, M2M platforms and IoT solutions, today announced they have appointed Geoffrey A. Morton as new Group Vice President for the M2M/IoT Line of Business. Under this role, Mr. Morton will coordinate the direct sales of Eurotech's M2M offering worldwide, supervising and controlling the sales activities carried out by local teams in each subsidiary of the Group. Moreover, Mr. Morton will take the lead in the development of the indirect sales channels, such as VARs and System Integrators.

Geoffrey Morton has over 30 year experience in successfully developing business for both hardware and software solutions. During his last assignment before joining Eurotech, he has been leading the worldwide Java commercial business unit for Oracle as Group Vice President. His main responsibilities were defining the strategy, go to market and engagement models for the Java business; also to help define the strategy for development, execution and coordinate comprehensive industry campaigns and marketing plans encompassing integrated development, sales and marketing initiatives designed to penetrate and grow targeted markets in the Internet of Things (IoT).

"I'm very pleased that Geoffrey has joined Eurotech to boost the market penetration of our M2M & IoT offering", said Roberto Siagri, President and Chief Executive Officer of Eurotech. "His extensive experience and proven abilities in successfully leading the business development of world-class HW and SW solutions will help us in getting traction on the market in terms of maximizing the number of customers and early adopters of our M2M platforms and IoT solutions."

"I'm happy that Roberto invited me to join Eurotech as Group Vice President of M2M/IoT", said Geoffrey Morton. "I'm excited by the Eurotech history over so many years and by the end-to-end approach that Eurotech is following to enable M2M and IoT applications. The device and data management platform that Eurotech has developed is second to none and I'm looking forward to tackle the challenge of boosting the sales of such an innovative solution for the IoT era".

*More information about Geoffrey Morton CV are available at the following link:  
<http://uk.linkedin.com/pub/geoff-morton/19/766/702>*

**About Eurotech**

Eurotech (ETH:IM) is a global company that integrates hardware, software, services and expertise to deliver embedded computing platforms, M2M integration platforms and IoT enabling solutions to leading OEMs, system integrators and enterprise customers for successful and efficient deployment of their products and services. Drawing on concepts of minimalist computing, Eurotech lowers power draw, minimizes physical size and reduces coding complexity to bring embedded platforms, sub-systems and ready-to-use devices to market, specializing in transportation, industrial, security, logistics and medical segments. By combining domain expertise in wireless connectivity as well as communications protocols, Eurotech architects platforms that simplify data capture, processing and transfer over unified communications networks. Learn more about Eurotech at [www.eurotech.com](http://www.eurotech.com).

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