



## Genetec appoints Djeffri Setiawan as first-ever Channel Sales Manager, ANZ

Sydney, April 26, 2021: Genetec Inc. ("Genetec"), a leading technology provider of unified security, public safety, operations, and business intelligence solutions has appointed Djeffri Setiawan as its first-ever dedicated Channel Sales Manager for ANZ. In this newly created role, Djeffri Setiawan will lead the company's channel strategy and partner ecosystem growth across the Australia and New Zealand market. Reporting to Genetec ANZ Country Manager George Moawad, he will assume responsibility for the day-to-day management of all ANZ channel partners. "I'm looking forward to using my wealth of experience in the ANZ market to further expand and deepen channel relationships for Genetec," said Djeffri Setiawan Channel Sales Manager ANZ, Genetec. "We have an established reputation for introducing pioneering best in market security solutions and I'm thrilled to be part of their expanding local team." Djeffri joins Genetec from telecommunications carrier Nextthop where he was Head of Channel and Alliances. He previously spent nine years in various roles at Hills Limited, most recently as General Manager, IT & Networking Sales. Djeffri also held a role as Channel Account Manager at Lan1. "Djeffri brings a vast knowledge in Channel management to the table and it is extremely exciting to have such a high energy and customer focused individual as our first ever Channel Sales Manager," said George Moawad, Country Manager ANZ, Genetec. "We will be looking to Djeffri to accelerate the momentum we have gained since unveiling our direct to the channel strategy at the end of 2020." --ends--

About Genetec Genetec Inc. is an innovative technology company with a broad solutions portfolio that encompasses security, intelligence, and operations. The company's flagship product, Security Center, is an open-architecture platform that unifies IP-based video surveillance, access control, automatic license plate recognition (ANPR), communications, and analytics. Genetec also develops cloud-based solutions and services designed to improve security, and contribute new levels of operational intelligence for governments, enterprises, transport, and the communities in which we live. Founded in 1997, and headquartered in Montreal, Canada, Genetec serves its global customers via an extensive network of resellers, integrators, certified channel partners, and consultants in over 80 countries. For more information about Genetec, visit: [www.genetec.com](http://www.genetec.com)

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