

PRESS RELEASE

Smartrac Appoints Dinesh Dhamija as Chief Technology Officer

Amsterdam (The Netherlands), February 22, 2018 – Smartrac today announced the appointment of Dinesh Dhamija as Chief Technology Officer and Member of the Management Board. With this new position, the RFID and IoT solutions pacesetter reflects the growing importance of technology and innovation for its continued success as a product and solutions provider.

“By introducing the position of Chief Technology Officer, Smartrac is taking into account that technology innovation and commercialization will gain even more importance for us as our transformation into a solutions provider takes shape. Bringing in a unique blend of business and technology expertise, strategy and experience in working closely with customers and partners to deliver commercially successful solutions make him an ideal fit for us”, said Christian Uhl, CEO and Chairman of the Management Board at Smartrac.

Dinesh Dhamija has been a professor, entrepreneur, and a technology executive with over 30 years of global experience in innovation, technology, and strategy. He has been a tenured Associate Professor of Engineering & Technology at Ohio University and an applied researcher and consultant with companies including Cooper Industries, Hubbell, GE, and IBM. He co-founded a company that built Configure-Price-Quote solutions, serving as its CTO, Chief Strategist and Evangelist. He developed successful technology and go to market partnerships with companies such as Infor, Microsoft, Oracle, and Dassault. Most recently, Dinesh was the Founder of Step 2 Solutions, a company formed to help customers create commercial solutions incrementally and quickly, as part of a digital transformation roadmap.

“It’s an honor and privilege for me to join Smartrac, a company whose innovations have been shaping the RFID market. With its customer focus and deep strengths in technology, Smartrac will shape the IoT Solutions market as well, and I’m very excited to help realize this huge potential for Smartrac and its customers”, Dinesh Dhamija said.



About Smartrac:

Smartrac is a leading vendor of RFID products and IoT solutions, providing both ready-made and customized offerings. We make products smart, and enable businesses to identify, authenticate, track and complement products and solutions. Our portfolio is used in a wide array of applications, such as animal identification, automation, automotive, brand experience, industry, library and media management, laundry, logistics, retail, supply chain management, and many more. Leveraging our global Research & Development Centers, production and sales network, and IoT-enablement platform Smart Cosmos, we embed intelligence into physical products, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com, www.smart-cosmos.com, follow Smartrac on Twitter: www.twitter.com/SMARTRAC_NV or click here to sign up for a quarterly newsletter.

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