

BOSCH SECURITY SYSTEMS APPOINTS NEW HEAD FOR THE AMERICAS

Jeremy Hockham, Managing Director of Bosch Security Systems in the UK, has been promoted to take over the company's sales operations in the Americas with effect from 1st October.

Jeremy, who will be based in Fairport, New York, will become Vice President Sales – Americas, officially responsible for the sales and marketing strategies for all Bosch Security Systems products in the Americas as the company looks to further accelerate its growth within the region.

During his time in charge of the UK, Jeremy steered the business through a period of positive change, establishing the Bosch 'brand' within the security industry as a name synonymous with quality and performance, and cementing its credentials as providing 'reliable solutions from a company you can trust.' Specifically he has brought in new sales talent and expertise that has helped deliver growth in CCTV and Communications at nearly four-times market growth, and instigated specific initiatives to support high-end installers, notably the Bosch Security Systems Dealer (BSSD) programme.

"My challenge in the UK was to create stable business and a platform for future growth, and a goal of establishing the name of Bosch as being a credible player in providing the highest quality CCTV, intrusion, fire detection and PA/VA solutions. We are now well on the way to achieving this goal, and my new challenge is to take these learnings and experience from the UK and translate these into similar successes in the US.

"It is encouraging, not just personally but for the entire team, that our efforts have been recognised in this way," Jeremy continues. "Whilst there is always more to do, and areas to improve, the UK operation has an excellent management team to drive the business forward. It also has the range of technologies and support both locally and from our headquarters with unsurpassed levels of investment in R&D for an exciting future."

Jeremy's replacement is yet to be announced, but in the short-term his responsibilities will be shared between the senior management team until a successor has been appointed.

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