



PRESS RELEASE

Bosch Security Systems appoints new North and Scotland Area Sales Manager

Bosch Security Systems has appointed Michelle Ryall to the role of Area Sales Manager covering the North West and Scotland. Her role is to raise the profile of Bosch in the area and spearhead the company's sales drive based around Bosch's total cost of ownership proposition, and reinforcing its quality, reliability and performance messages.

Michelle has extensive sales experience, the majority of which is in the security industry focusing specifically on CCTV, making her well qualified for the role. Most recently she spent the past three years as Account Manager for JVC, responsible for top area accounts, generating leads and new business, and providing full design and technical support.

Commenting on her appointment Michelle said: "Bosch is a well respected name in the security field, synonymous with quality and advanced technology. Bosch really has an excellent range of products, and is extremely forward thinking in terms of product development and new technology. With most of my experience being in CCTV, I am particularly excited by the opportunity to increase my wider knowledge of security products through the extensive Bosch portfolio."

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