



PRESS RELEASE

Bosch Security Systems appoints new area Sales Manager for the East Midlands

Bosch Security Systems has appointed Zak Jussab to the role of East Midlands Area Sales Manager, replacing Darren Melia, who has moved to cover the South West. His 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.

Zak is well qualified for the role, with extensive experience in sales in the Security industry, having started as a branch assistant for CSD Professional in Leicester, before managing sales for the Leicester branch of Gardiner Security. Zak has spent the last three years as CCTV Sales Executive for ADI Gardiners, covering the Midlands area.

Commenting on his appointment, Zak said: "Bosch have a great reputation for their advanced security technology. I am particularly impressed by the range of IP products, which really are ahead of the field. I am delighted to be working for Bosch, and look forward to driving sales further."

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